

An aerial photograph of a coastline. The top half of the image shows clear, turquoise water with some darker patches of seabed visible. A narrow, light-colored sandy beach curves along the shoreline. To the right of the beach is a dense, lush green forest that covers a steep slope. The text 'DESTINATION' is in a smaller, white, sans-serif font, and 'GOLDCOAST.' is in a larger, bold, white, sans-serif font. A thin vertical white line is to the left of the text. Below the main title, 'ANNUAL REPORT 2018-19' is written in a smaller, white, sans-serif font.

DESTINATION

GOLDCOAST.™

ANNUAL REPORT 2018-19



“
**GOLD COAST IS
AUSTRALIA’S FOURTH
MOST-VISITED
DESTINATION**
”

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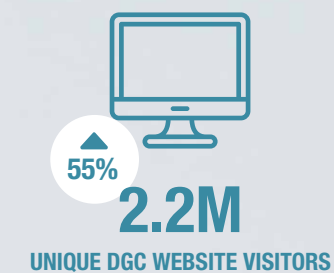
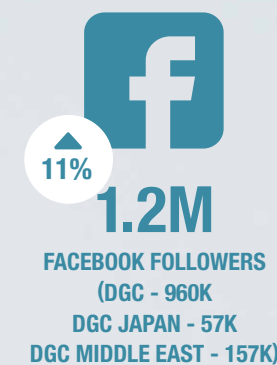
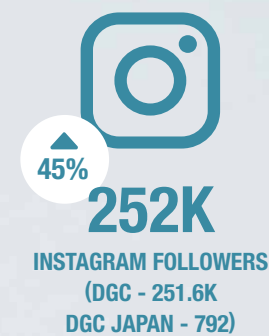
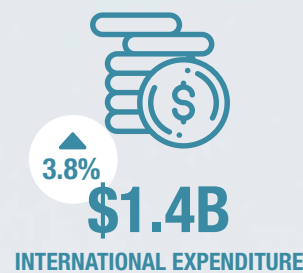
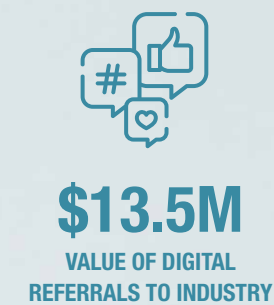
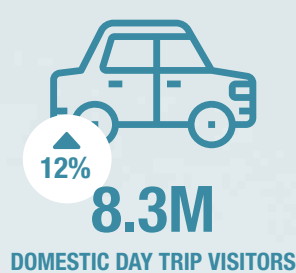
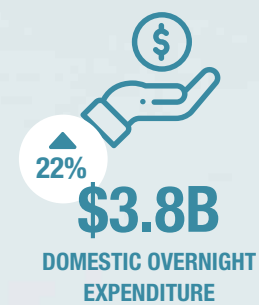
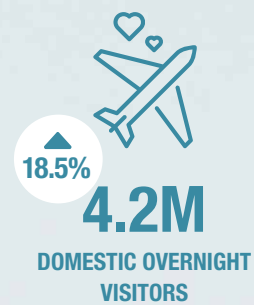
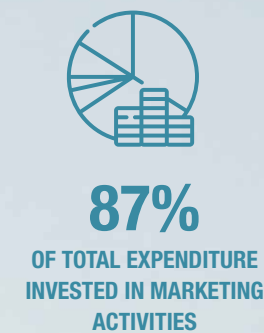
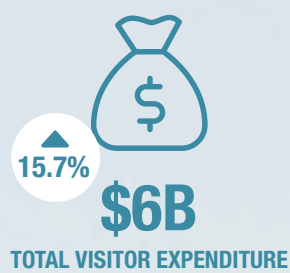
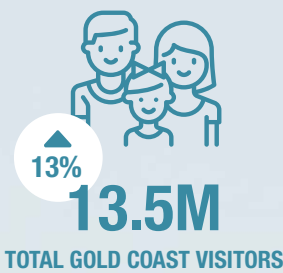
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HIGHLIGHTS 2018-19



“
TOURISM ON THE GOLD COAST ACCOUNTS FOR 13.8% OF THE GROSS REGIONAL PRODUCT (GRP) TO THE LOCAL ECONOMY, AND EMPLOYS 1 IN 6 GOLD COASTERS.
”

1. Tourism Research Australia, International & National Visitor Surveys June 2019.
Throughout the report visitor numbers, nights and spend are sourced from these surveys.
2. Deloitte Access Economics, Regional Tourism Satellite Accounts 2016-17.
3. International Congress and Convention Association (ICCA) 2018 Country and City Rankings.
4. Gold Coast Australian Travel Survey (GCATS), 2017.

ABOUT DESTINATION GOLD COAST



📍 Sheraton Grand Mirage Resort

DESTINATION GOLD COAST (DGC) IS THE TRADING NAME OF GOLD COAST TOURISM CORPORATION LIMITED (GCT). DESTINATION GOLD COAST WAS ADOPTED IN JANUARY 2017 AND HAS BEEN WIDELY USED THROUGHOUT THIS REPORT TO DOCUMENT MARKETING, TRADE AND CONSUMER FACING ACTIVITY UNDERTAKEN BY DGC. THIS REPORT REFERENCES BOTH THE FORMAL CORPORATION NAME AND THE TRADING NAME.

Destination Gold Coast is the peak body for the tourism and visitor sectors of the Gold Coast, Australia's sixth largest city and the nation's premier holiday destination.

Tourism is the largest economic sector in the Gold Coast, delivering 41,700* direct and indirect jobs in 4,500 businesses. Last financial year, a total 13.5 million visitors contributed \$6 billion to the Gold Coast's economy. (*Source: Deloitte Access Economics, regional Tourism Satellite Accounts 2016/17).

Established in 1975, Destination Gold Coast (DGC) is a not-for-profit marketing organisation that promotes the Gold Coast as a premier leisure, business and events destination on behalf of more than 500 members and businesses that contribute to the Gold Coast tourism levy.

DGC employs sound research; decisions are driven by data when formulating strategies and activities, in consultation with the local industry, government, state and national tourism bodies, national and international travel trade and other industry partners. DGC also manages two accredited Visitor Information Centres on the Gold Coast in Surfers Paradise and at Gold Coast Airport.

For more information about Destination Gold Coast visit destinationgoldcoast.com

PURPOSE



Through improved visitation to the Gold Coast, Destination Gold Coast fulfils its purpose:

“WE CREATE A BETTER GOLD COAST.”

VISION



To be Australia's favourite leisure destination. With the strongest leisure offering in Australia, and 60 years of brand equity nationally and internationally, DGC will pursue this vision relentlessly and unapologetically.

VALUES



Destination Gold Coast's Values are:

- Accountability
- Collaboration
- Trust

BUSINESS GOALS

- Increase visitor demand, arrivals and expenditure for the city.
- Operate with a sustainable business model.
- Deliver value to members.
- Deliver business outcomes based upon quality research, best practice and return on investment.
- Apply available resources in the most effective and productive manner.
- Identify and invest in growth opportunities.
- Grow the business events sector on the Gold Coast.
- Demonstrate industry and destination management leadership.
- Establish Destination Gold Coast as an employer of choice.

CHAIRMAN’S REPORT



“
**DESTINATION GOLD COAST (DGC)
HAS CONTINUED TO LEVERAGE THE
REGION’S HEIGHTENED GLOBAL
EXPOSURE A YEAR ON FROM THE GOLD
COAST 2018 COMMONWEALTH GAMES.**
”

WE TRANSITIONED INTO A NEW ERA OF MARKETING THE GOLD COAST UNDER THE LEADERSHIP OF THE BOARD AND CEO ANNALIESE BATTISTA.

To combat a potential post-Games tourism hangover, the city’s destination marketing organisation, along with key industry partners, invested more than \$5 million in brand place marketing to ensure the Gold Coast grows its share of Australia’s lucrative tourism pie.

Annaliese is spearheading a new strategic direction for the organisation, underpinned by strong collaboration with the sector. Fundamentally, our focus is the same as it has always has been - to attract more people to the Gold Coast, more often, and to spend more. But the way in which we go about this from a strategic point of view is more robust than ever, entrenched in a digital-first approach to ensure the destination appeals to the next-generation of global travellers.

One of the greatest challenges facing our tourism economy is the need for continuous renewal and diversification of our offering. Collaboration across all levels of government and the courage to take bold steps to attract game-changing initiatives are needed if we are to differentiate ourselves from our competition, both nationally and abroad.

This year, we have seen tourism infrastructure development on the Gold Coast do just that. Investment from both the private and public sectors has continued to ensure visitors have a reason to return and newcomers a place to spend their hard-earned holiday savings, all for the benefit of the Coast’s 4,500 tourism businesses.

Gold Coast theme parks and attractions led the tourism investment charge – Village Roadshow Theme Parks debuted the biggest launch of new attractions in its history, investing tens of millions across its parks. And a further \$50 million has been committed by Sea World to complement the combined \$95 million from the Queensland Government and City of Gold Coast for a renewed Spit Master Plan. Set to transform the area into a world-class attraction, it will be Australia’s newest, biggest and best Ocean Park with a provision for a cruise ship terminal.

Ardent Leisure Group Limited also stepped up its efforts, announcing \$70 million to revamp Dreamworld and WhiteWater World which included the launch of the Southern Hemisphere’s first flying theatre.

Responsible commercialisation of our beaches is being trialled by Council and a world-class dive site has been procured, both key must-have projects that DGC has long advocated for. Once complete, the Home of the Arts (HOTA) art gallery and Green Bridge connection to Chevron Island will further enhance the region’s cultural credentials.

The new suite of hotels under construction include The Langham, part of the Jewel Towers hotel, and the fast-tracked The Star residences, alongside the 4.5-star Dorsett Hotel, which is due for completion in early 2022, will add a new layer of sophistication and luxury to our accommodation offering.

Aviation and transport infrastructure continue to be crucial in the face of increased global competition. Gold Coast Airport commenced its landmark expansion committing almost \$500 million towards a terminal redevelopment and a \$50 million Rydges-branded airport hotel, as it prepares to double its future footprint. Connectivity from Singapore, Malaysia and New Zealand remain important and by late 2019, South Korea connections via Jetstar, will deliver a further 52,000 inbound seats.

Similarly, Brisbane Airport continued its development works and welcomed the Thai AirAsia X Bangkok route in June, estimated to attract an extra 25,000 annual visitors to Queensland, in addition to ongoing seasonal Chinese carriage services. Both airports remain critical to growing our visitor numbers.

As a world-class leisure and business events destination, we must ensure that our offering remains competitive, and that is no easy feat. Attracting investment and the delivery of sustainable destination development and marketing will ultimately define the effectiveness of our performance in years to come.

I gratefully acknowledge the Board who volunteer their time and expertise, and the leadership team for their guidance of the organisation. Collaboration with our members and stakeholders, the City of Gold Coast, State and Federal Government, Tourism and Events Queensland and Tourism Australia continue to be fundamental to our success.

PAUL DONOVAN | CHAIRMAN
Gold Coast Tourism Corporation Ltd

CEO’S REPORT



“
**IT’S BEEN AN EXCITING YEAR OF CHANGE
AND GROWTH FOR DESTINATION GOLD
COAST (DGC) AS WE MOVE CLOSER TO
OUR VISION OF BEING AUSTRALIA’S
FAVOURITE LEISURE DESTINATION.**
”

WE BUILT ON THE GOLD COAST’S 60 YEARS OF BRAND EQUITY NATIONALLY AND INTERNATIONALLY. THE DEBUT OF OUR STRONG NEW BRAND – AUSTRALIA’S FAVOURITE PLAYGROUND – HAS RESONATED WITH OUR KEY MARKETS AND IS ALREADY PAYING DIVIDENDS ACROSS THE SECTOR.

DGC has worked hard to enhance our performance as the heart of Gold Coast’s tourism sector, to ensure we continue to build the local economy and deliver outcomes for the community for years to come.

This year, the Gold Coast reasserted its status as the titan of Queensland tourism. A total 13.5 million visitors embraced the opportunity to play in our city and surrounds. Tourism Research Australia figures show total expenditure topped \$6 billion, increasing 15.7 per cent on the previous year.

International visitation held steady with 1.1 million arrivals spending \$1.4 billion, up 3.8 per cent for the year.

Three of the Gold Coast’s top five international source markets saw growth: New Zealand, up 2.8 per cent to 209,000 visitors, the United States of America, up 4.2 per cent to a record 42,000 and Japan the strongest result, increasing 13.4 per cent to 73,000 over the year, to signal a market comeback.

China visitors decreased 2.6 per cent to 271,000 but spend remained high, up 4 per cent to \$378 million, which reinforced DGC’s shift in strategy from predominantly tour group travel, to more free and independent travellers.

With a focus on re-engaging our strongest national markets, it comes as no surprise that 92 per cent of total visitors this year were domestic. Gold Coast outperformed Australia and Queensland’s growth in expenditure, visitation and visitor nights. A record 4.2 million overnight visitors injected a record \$3.8 billion into the economy. Visitation increased 18.5 per cent, expenditure grew 22 per cent, and visitor nights were up almost 23 per cent, thanks to 16.4 million domestic visitor nights amassed over the year. These are outstanding results.

Two million intrastate and 2.1 million interstate overnight visitors delivered record growth, up 25.2 per cent and 12.8 per cent respectively. Record overnight visitors from Brisbane, Sydney and Melbourne in addition to 8.3 million annual day-trippers, tells us our new strategy to retain and grow our market share is resonating with key markets.

The business of tourism is increasingly challenging and competition is fierce, particularly as increased mobility and decreased cost of travel have made leisure travel more accessible than ever.

ANNALIESE BATTISTA | CHIEF EXECUTIVE OFFICER
Gold Coast Tourism Corporation Ltd

Australians have an abundance of holiday options – domestically and abroad – so we have evolved our marketing to a more targeted and back-to-basics approach, that pays homage to our core strengths, from our beaches and coastal lifestyle through to our lush hinterland. These authentic experiences appeal particularly to high-spending travellers, keen to experience our slice of paradise.

Industry-wide collaboration and partnerships produced two major domestic tourism campaigns throughout the year. Family campaigns across Easter and winter successfully raised the appeal of the destination, with the first push resulting in an estimated \$20 million in economic impact for the city and its operators.

Overseas, DGC delivered 25 marketing campaigns across key international markets to inspire travellers.

Business events continued to generate hundreds of millions of dollars for the local economy and for city venues, attaining 44 per cent of Queensland’s conference market share. The Gold Coast is Queensland’s best performing destination, enticing more conference delegates on average. This year, DGC’s signature showcase event, This is Gold Coast Business Exchange, secured a record \$20 million worth of business events leads for members.

Being flexible and adaptive is a must as we forge ahead with a refreshed digital-first roadmap for destination marketing. DGC’s digital engagement increased by 91 per cent across website, video engagement and social media activity for the year, but we have only started to scratch the surface as we embark on an all-encompassing consumer experience.

At DGC, I lead an incredibly passionate, experienced team of professionals, who dedicate their working days to building a better Gold Coast through our tourism economy. I am extremely lucky to be supported by such a strong team – and so is the tourism sector.

I would like to acknowledge our valued members who remain the engine room of our sector. Your support and feedback remain critical in ensuring we are delivering the greatest return on investment for our stakeholders and rate payers, so that we all contribute to building a sustainable tourism economy for the Gold Coast.

PLAYING TO GOLD COAST’S STRENGTHS



DESTINATION GOLD COAST REFRESHED ITS CONSUMER BRAND AND POSITIONING, LAUNCHING ‘AUSTRALIA’S FAVOURITE PLAYGROUND’ IN EARLY 2019 WITH GREAT SUCCESS AND SUPPORT FROM GOLD COAST’S TOURISM INDUSTRY AND COMMUNITY.

An audit of DGC’s organisational structure, coupled with an external stakeholder review and travel behaviour research, led to data-driven decisions to guide DGC’s renewed vision to be Australia’s favourite leisure destination. The bulk of strategy and concept development for the new brand was undertaken throughout the year.

DGC embarked on laying the foundations for delivery of the brand in market, and in doing so, took advantage of the nationally promoted Family Campaign ahead of Easter to commence a staggered integration of Australia’s Favourite Playground.

Research indicated that whilst the prior brand ‘We Are Destination Gold Coast’ had shifted some outdated perceptions of the Gold Coast and championed city pride, consumer resonance performed lower than expected, since its subsequent introduction in 2017. It was therefore imperative to transition messaging as well as visuals and tonality to support DGC’s new positioning.

Key to evolving the brand was the opportunity to leverage the Coast’s competitive strengths as a tourist destination.

Research garnered from DGC’s annual Gold Coast Australian Traveller Survey (GCATS), identified going to the beach, relaxing by the pool, coffee or a light meal at a cafe, eating local produce and visiting theme parks as core authentic experiences that would reignite interest in the Gold Coast.

DGC is shifting its core brand positioning to a more leisure focused and fundamental approach that highlights more traditional and lesser-known aspects of the Gold Coast visitor experience.

This encompasses a three-pronged brand overhaul:

1. An overarching brand refresh for consumer marketing;
2. Trade marketing and business events and;
3. Sports and leisure events marketing.

DGC will continue to reinforce the positioning of the Gold Coast as the ultimate family-fun holiday destination by inviting the nation to come and play in Australia’s Favourite Playground.

“THE GOLD COAST’S TOP FIVE EXPERIENCES”

Source: Gold Coast Australian Travel Survey (GCATS), 2017. Base: Australian travellers aged 18+ (n=2,900) and Gold Coast Visitors over 12 months to November 2017 (n=543).

GOING TO THE BEACH

RELAXING BY THE POOL

COFFEE OR LIGHT MEAL AT A CAFÉ

EATING LOCAL PRODUCE

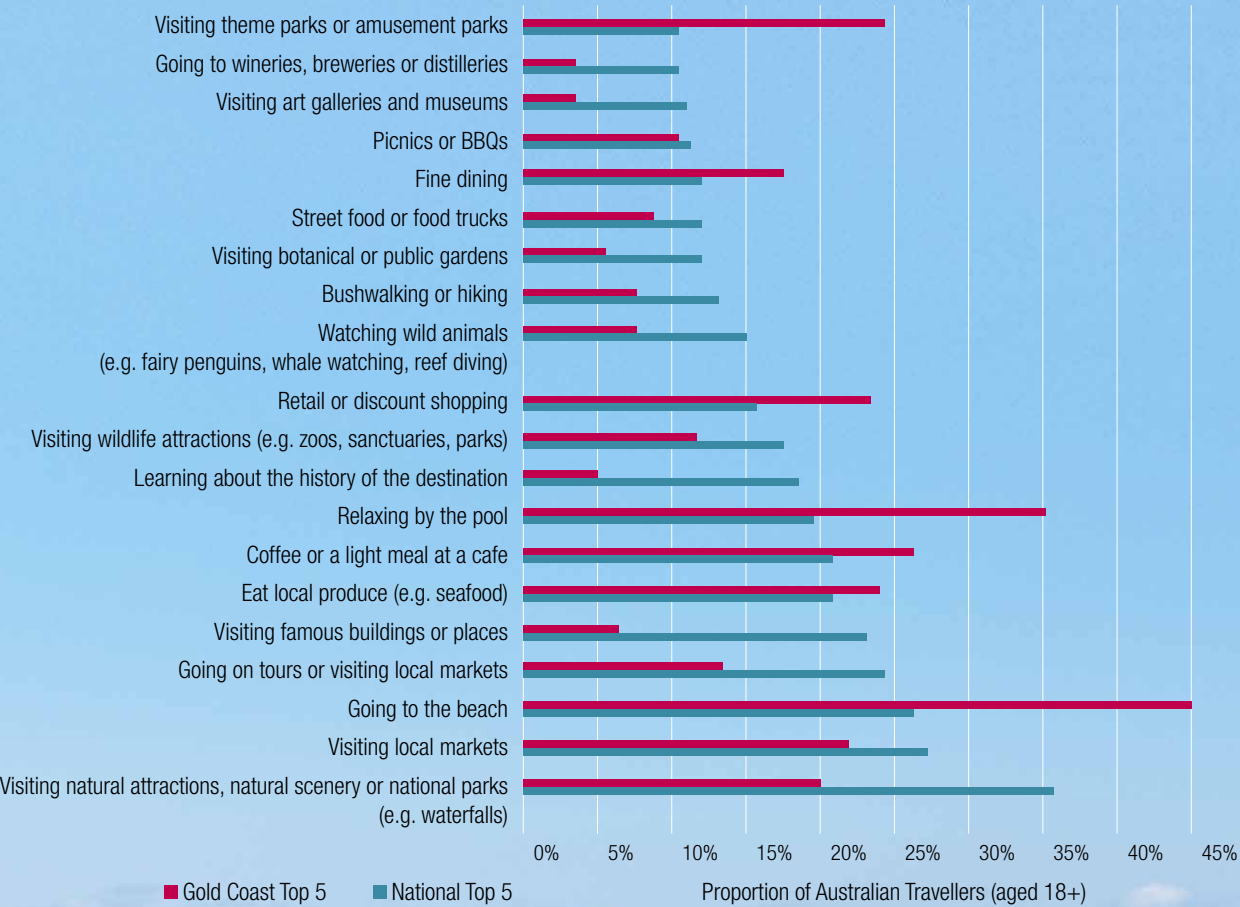
VISITING THEME PARKS OR AMUSEMENT RIDES

RESEARCH AND INSIGHTS

DATA AND RESEARCH IN 2018-19 INFORMED DESTINATION GOLD COAST'S (DGC) STRATEGIC DECISION-MAKING FRAMEWORK. KEY PROJECTS INCLUDED:

- Connecting With Asia Chinese Visitor Satisfaction survey, provided greater depth into DGC's understanding of Chinese visitors' experience of the Gold Coast.
- Brand related data-analysis included overall consumer recall and tagline testing for the Gold Coast at the end of the Gold Coast 2018 Commonwealth Games (GC2018) year. Both projects provided key insights and guided major domestic marketing campaigns delivered in 2019.
- Two campaign tracking studies traced the performance of the Easter and winter Family Campaigns. Both studies show the campaigns were particularly effective in aiding the perception of the Gold Coast as an attractive destination for high value travellers (HVT's) and families in particular.
- DGC also commissioned two new projects: a comprehensive analysis into travel behaviour to inform marketing investment and campaign activity planned for early 2020 for a particular demographic, and a ground-breaking study of the national sports and leisure events market. Both projects will ensure that DGC is well placed to precisely target high value travellers in peak and non-peak travel periods including seasonally throughout the upcoming year and beyond.
- DGC undertook a second wave of its annual Gold Coast Australian Travel Survey (GCATS). The survey of 3,000 Australian travellers maintains DGC's brand tracking framework and provides insights into domestic travel behaviour. The data shows that in 2018, the Commonwealth Games improved perceptions of the Gold Coast among two million Australians.

GOLD COAST VS. AUSTRALIA: TOP HOLIDAY ACTIVITIES



Source: Gold Coast Australian Travel Survey (GCATS), 2017.



AUSTRALIA MARKETING



IN 2018-19 THE GOLD COAST CEMENTED ITS PLACE AS QUEENSLAND’S TOURISM TITAN, ATTRACTING A TOTAL 12.5 MILLION DOMESTIC VISITORS WHO TOOK A DAY TRIP OR STAYED OVERNIGHT IN AUSTRALIA’S FAMILY-FRIENDLY CAPITAL.

A record 4.2 million domestic overnight visitors, up 18.5 per cent, contributed a record \$3.8 billion in overnight expenditure – an increase of 22 per cent year-on-year. Accelerated growth in overnight expenditure and visitors outpaced that of both Queensland and Australia. An additional 8.3 million day trip visitors also played on the Gold Coast, injecting \$808 million into the economy. Destination Gold Coast directed its strategic focus on defending and growing its visitor market share in key markets of Sydney, Melbourne and Brisbane by engaging and targeting high-spending travellers. To increase visitation and expenditure, two major national Family Campaigns acted as a springboard for the launch of a new destination brand refresh – ‘Australia’s Favourite Playground’. The Easter and winter campaigns were heavily stacked in the later part of the year, to reinforce the transition of the brand and drive visitation in the lead-up to a traditional softer seasonal period for tourism. The combined investment of \$5.1 million targeted predominately families and high value travellers from key source markets, identified through research as Gold Coast’s core target segments.

To leverage a heightened global profile of the region post Gold Coast 2018 Commonwealth Games, DGC partnered with Tourism and Events Queensland (TEQ), Ardent Leisure Group Limited and Village Roadshow Theme Parks to launch a \$2.5 million family-centric campaign in February. The collaboration saw the development of a ‘come and play’ platform featuring new content and assets that highlight the Gold Coast’s strongest selling points, including: going to the beach, relaxing by the pool or at a resort, casual dining, eating local produce and visiting theme parks or attractions.

Short-burst tactical partnerships were developed alongside the campaign aided by aviation and accommodation operators. The first marketing campaign resulted in an estimated \$20 million in economic impact for the Gold Coast.

A follow-up \$2.6 million winter tourism push implemented in May in partnership with Accor Hotels’ Mantra brand, saw the progression of the ‘come and play’ platform through multi-tier media execution to leverage momentum in market and influence visitor consideration for the destination. Those who recalled the campaign, particularly high-spenders travelling with children, were more likely to consider visiting the Gold Coast in the next six or 12 months.

Campaign tracking for both campaigns also show that 55 per cent of survey respondents associate the Gold Coast with the term ‘Australia’s playground’ a direct result of DGC’s successful marketing and brand positioning.

DGC maintained focus on showcasing key sports and leisure event experiences to build community pride and entice visitors to the city. Traditional channels played a supporting role to an always-on digital and influencer familiarisation strategy within DGC’s consumer led marketing approach for sports and leisure events. This included a partnership with Seven West Media’s lifestyle programs Great Day Out, Queensland Weekender and Sydney Weekender which used various events as a hook to drive visitation. Results include:

- 38 individual events supported via DGC’s owned, earned and paid channels;
- 22 event-specific engaging video advertisements created for distribution through Facebook and Instagram;
- 14 bespoke segments produced in partnership with Great Day Out and Queensland Weekender and;
- 17 influencer and media familiarisations focused on Gold Coast events.

Additionally, DGC also provided support for 14 event submissions requesting funding assistance from TEQ’s Queensland Destination Events Program (QDEP), of which 12 were successful.

FAMILY CAMPAIGN: EASTER RESULTS



\$2.5M
INVESTMENT



\$1.5M
ADDITIONAL MARKETING
PARTNERSHIP FUNDS RAISED



\$20M
ECONOMIC IMPACT
FOR GOLD COAST ECONOMY

OVERALL CAMPAIGN
RECALL WAS HIGH
WITH NEARLY ONE IN
TWO HAVING SEEN
ADVERTISING FOR
THE GOLD COAST



86,588
REFERRALS TO INDUSTRY
FROM DGC WEBSITE VISITS



21,694
ROOM NIGHTS



4.9 NIGHTS
AVERAGE LENGTH OF STAY

FAMILY CAMPAIGN: WINTER RESULTS



\$2.6M
INVESTMENT



\$330K
ADDITIONAL MARKETING
PARTNERSHIP FUNDS RAISED



104,690
REFERRALS TO INDUSTRY
FROM DGC WEBSITE VISITS



74%
CAMPAIGN RECALL FOR HIGH
VALUE TRAVELLERS
WITH CHILDREN



20,947
INBOUND SEATS SOLD
DURING CAMPAIGN



+43%
ACCOR HOTELS (MANTRA)
UPLIFT IN YEAR-ON-YEAR
BOOKINGS

OVERALL CAMPAIGN
RECALL WAS HIGH
WITH NEARLY ONE IN
TWO HAVING SEEN
ADVERTISING FOR
THE GOLD COAST



INTERNATIONAL MARKETING



DESTINATION GOLD COAST DELIVERED A ROBUST INTERNATIONAL STRATEGY TO INSPIRE TRAVELLERS, DEPLOYING ENGAGING TRADE AND CONSUMER CAMPAIGNS IN INTERNATIONAL MARKETS.

The Gold Coast welcomed 1.1 million international visitors, which was steady for the year (0.2 per cent). However, spend increased 3.8 per cent to \$1.4 billion, accounting for 25 per cent of Gold Coast's total regional expenditure. China continued to be the leading international source market attracting 271,000 visitors, followed by New Zealand and Japan. The decline in tour groups and emergence of free and independent travellers from China has seen visitor numbers decline but expenditure rise. The United States of America and Taiwan attracted record visitation.

A key strategic priority focuses on attracting high value travellers from Greater China, New Zealand, Japan, North America, the United Kingdom and South-East Asia. DGC strategically re-entered the markets of South Korea and India via trade engagement initiatives and CEO-led missions to capitalise on the growth opportunities presented by these high-yield emerging markets.

The attraction of new air services into Gold Coast Airport and Brisbane Airport remain critical to the continued growth of international visitation on the Gold Coast. This year, DGC worked in collaboration with industry partners to secure a new route Seoul, South Korea to Gold Coast, set to attract 52,000 annual inbound seats and commence in late 2019.

Tourism Australia's Corroboree Asia attracted 200 Australian tourism operators and up to 300 Aussie Specialist travel agents from Asia in 2018. The trade event was a coup for the Gold Coast, having secured hosting rights on the back of a similar program, held a year prior. Corroboree Asia delivered an unprecedented opportunity to showcase the destination to tourism sellers from the world's fastest growing region, including ten DGC-led standalone familiarisation itineraries that highlighted the region's diverse tourism offering. The event received a 100 per cent satisfaction rating from both agents and tourism operators in attendance, with follow-on benefits expected to deliver tourism sales to the Gold Coast valued in the tens of millions of dollars over the coming years.

CHINA

In partnership with the Connecting with Asia consortia, DGC secured filming twelve episodes of popular Chinese reality television program, Fantasy Restaurant on the Gold Coast. Media generated through China's highest rating television show on the IQIYI network delivered an estimated \$600 million in destination marketing.

NEW ZEALAND

Strong visitation from New Zealand continued to grow throughout 2018-19 due to increased efforts and collaborative partnerships with Air New Zealand and House of Travel to deliver three nationwide campaigns aimed at driving visitation throughout peak international Kiwi travel during winter. A key highlight included DGC's innovative digital gamification partnership with Air New Zealand that went viral, gaining over two million entries into a competition to win the ultimate Gold Coast family holiday.

JAPAN

DGC supported the second phase of the Kaori Tabi Aroma Travel Consumer Marketing Project, promoting the natural beauty of the Gold Coast through an innovative scented herbal tea campaign. In partnership with Tourism and Events Queensland and Tourism Australia, the campaign gained extensive media coverage across digital and mainstream media outlets and included a pop-up consumer event in Tokyo, enabling Japanese consumers to sample, touch and taste some of the Coast's unique tourism experiences.

NORTH AMERICA

DGC up-weighted its investment, partnering with Virgin Australia, Tourism Australia and Tourism and Events Queensland to be named the hero Australian destination as part of the third phase of the highly successful Crocodile Dundee campaign. Featured in US markets Los Angeles, San Francisco, New York City and Seattle, the partnership leveraged the awareness of Tourism Australia's Crocodile Dundee Superbowl activation in 2018, and provided users a unique invitation to visit 'Destination Dundee' the set of the largest movie that was almost made.

SOUTH-EAST ASIA

In partnership with Scoot Airlines and Tourism and Events Queensland, DGC set out to inspire travel to the Gold Coast from Singapore. A promotion was launched on popular Singaporean radio station, KISS FM enticing families to compete in various outdoor challenges and ultimately win a holiday to the Gold Coast. DGC also partnered with AirAsia X to continue its 'Embrace Gold Coast' campaign in Malaysia, which harnessed celebrity endorsement from Jasmine Suraya Chin.



25

INTERNATIONAL
MARKETING CAMPAIGNS



\$7.9M

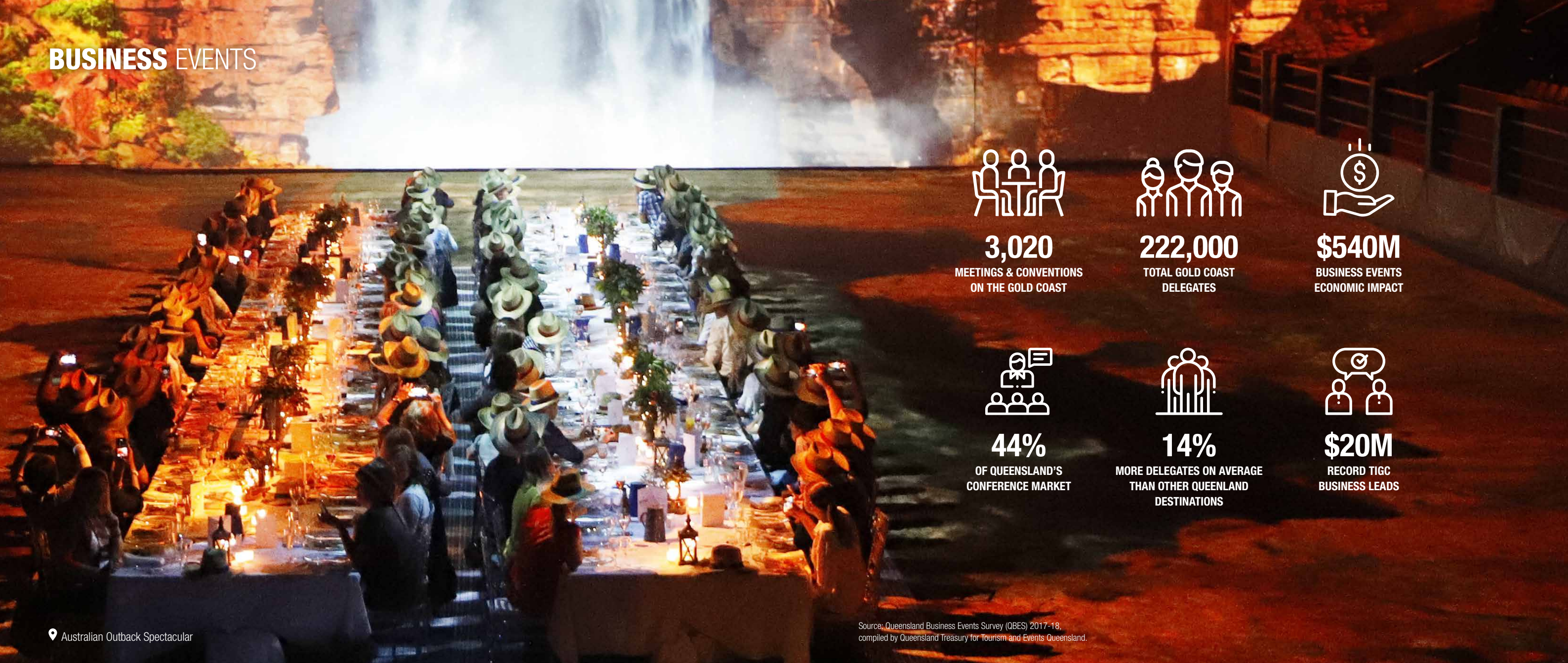
ADDITIONAL PARTNERSHIP
MARKETING FUNDS RAISED



620

MEDIA & TRAVEL
TRADE HOSTED

BUSINESS EVENTS



📍 Australian Outback Spectacular

DESTINATION GOLD COAST DELIVERED A BROAD RANGE OF INITIATIVES IN 2018-19, TO POSITION THE GOLD COAST AS A LEADING BUSINESS EVENTS DESTINATION, BOTH NATIONALLY AND INTERNATIONALLY. MEMBER ENGAGEMENT WAS ESSENTIAL TO THE SUCCESS OF EVENTS, AS DGC CONTINUED TO DEVELOP ACTIVITIES THAT SUPPORT OPPORTUNITIES FOR INDUSTRY AND AWARENESS TO DELIVER ECONOMIC BENEFIT TO THE TOURISM SECTOR.

Boasting 44 per cent of Queensland's conference market share, the Gold Coast business events industry is valued at \$540 million annually to the economy.

DGC secured a record number of delegates for the Gold Coast in the twelve months to 30 June 2019. A total of 55,847 delegates, up 11 per cent year-on-year, were acquired through proactive marketing and sales strategies targeting conference decision makers as the city continued to attract 14 per cent more delegates on average than any other Queensland destination. The combined result of these DGC-led efforts delivered an estimated economic impact of more than \$112 million to the Gold Coast and 119 business events secured throughout the year.

A further 40 confirmed business events attracting 17,618 delegates, with a projected economic impact of \$35.8 million have been secured for the Gold Coast in 2020 and beyond.

SPORTACCORD

Legacies from the Gold Coast 2018 Commonwealth Games are beginning to emerge, having captured the attention of renowned sporting association SportAccord. More than 1,500 sporting leaders from up to 100 countries, representing 500 different international businesses and sporting federations, convened on the Gold Coast in May 2019. The world's pinnacle sports figureheads and decision makers were provided the opportunity to showcase the destination's ability to deliver world-class business events. Along with the city's credentials and infrastructure developments, collaboration between the Queensland Government, the City of Gold Coast, Tourism Australia and Tourism and Events Queensland facilitated the event win. DGC has pursued sports-related business events since 2016, and to date more than 64 confirmed business events attracting 32,695 delegates, with a projected economic impact of \$93 million have been secured.

THIS IS GOLD COAST BUSINESS EXCHANGE

DGC's annual signature business event, This is Gold Coast Business Exchange (TIGC) was a resounding success, resulting in a record \$20 million worth of business leads generated for the city.

- The program incorporated themed social events, a one-day trade exhibition with 1,500 pre-scheduled meetings, site inspection streams and opportunities to experience the Gold Coast's business events offering.
- Fully integrated program with a total of 62 Professional Conference Organisers (PCO), corporate and association meeting planners and business events trade media from Australia, New Zealand, Singapore and America.
- All 41 DGC members secured leads, averaging of one to five leads per member.
- 100 per cent of delegates changed their perception and would recommend the Gold Coast for future business events.
- 100 per cent overall satisfaction level from DGC members for program content.

COLLABORATION

DGC developed a partnership strategy, working collaboratively to harness new opportunities for the Gold Coast. Key partners include Associations Forum, Direct Selling Association of Australia, Qantas, Study Gold Coast, City of Gold Coast and the Health and Knowledge Precinct.

Four international incentive and association conferences were held this year by working in partnership with Tourism Australia's Business Events Bid Fund Program, and Tourism and Events Queensland's Business Events Acquisition and Leveraging Fund. These included:

- 2018 Biennial Conference of International Society for Augmentative and Alternative Communication, 1,000 delegates, July 2018.
- Biennial Congress of the International Society for the Study of Behavioural Development, 800 delegates, July 2018.
- Guangdong Baiyi Biology Incentive, 1,000 delegates, August 2018.
- SportAccord, 1,500 delegates, May 2019.



DIGITAL, BRAND AND CONTENT

THROUGHOUT 2018-19, DESTINATION GOLD COAST REVIEWED ITS DIGITAL STRATEGY AND STREAMLINED EFFORTS TO GROW AND ENGAGE AUDIENCES THROUGH CREATING AN AGILE DIGITAL-FIRST ROADMAP FOR IMPLEMENTATION IN THE FOLLOWING YEAR. CONSEQUENTLY, DGC’S DIGITAL ENGAGEMENT INCREASED BY 91 PER CENT TO MORE THAN 40 MILLION INTERACTIONS ACROSS WEBSITE VISITATION, SOCIAL MEDIA CHANNELS AND VIDEO CONTENT, AGAINST A TARGET OF 6.5 MILLION.

An organisation-wide restructure saw previously separate digital marketing, and brand and content functions consolidate into an all-encompassing consumer experience and service delivery unit. This approach supports a renewed focus on growing internal capabilities, particularly in digital, video and content marketing and digital channel management.

Destination Gold Coast continued to raise awareness of the Gold Coast, influence consideration of the destination amongst travellers and delivered qualified referrals to local industry.

Core strategic objectives included:

- Benchmark and improve measurement of digital performance;
- Grow DGC-owned channel subscribers, followers and fans;
- Production uplift in rich content to build inspiration and intent;
- Increase delivery of referrals to local industry and;
- Evolve the Gold Coast brand to leverage key strengths.

DIGITAL, VIDEO AND CONTENT MARKETING

DGC moved away from relying solely on user-generated video content for use across social media channels and optimised creative delivery requirements for traditional media and digital campaigns. Enhanced in-house video production capabilities have reconfigured the internalisation of a majority of assets and content management. Member product outreach, pre-production planning, filming, editing and distribution of video content is now customised across multi-channel digital platforms. This has been supported by enhanced paid media optimisation to achieve an average reduction in cost per digital referral to industry by 50 per cent.



2.7M
MINUTES OF DGC
VIDEO CONTENT VIEWED
ACROSS FACEBOOK

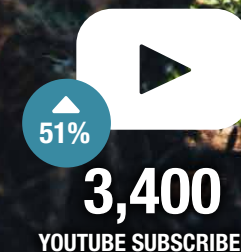


15.6M
VIEWS OF DGC
CONTENT ON YOUTUBE



DIGITAL, BRAND AND CONTENT

📍 Springbrook National Park



LEAD GENERATION & EDM PERFORMANCE

The identification and prioritisation of digital channels and audiences to engage with consumers is a high priority. This led to the establishment of a year-round Holiday Deals program which performed extremely well. Highlights include:

- 451,614 (+89 per cent) digital referrals to industry against a target of 200,000.
- \$13.5 million value in digital business referrals for industry against a target of \$6 million.
- 450,928 (+7 per cent) EDM subscribers.

Continued activity to expand DGC's EDM program saw a renewed focus to learn more about current subscribers through a reprofiling campaign to allow for more personalised content. A campaign to drive growth of EDM subscribers using captivating creative titled 'Undress for Winter' became the best-performing consumer acquisition campaign for the year, securing 103,941 total entries, 86 per cent of which were unique.

OPTIMISED SOCIAL CHANNELS

Working closely with social media networks and adopting best practice, DGC continued to focus on optimising content through strategic placement across each platform. This approach was rewarded, with audiences growing across all but one channel. International social media channels also improved with DGC's Japanese Facebook followers growing 25 per cent and the launch of a WeChat Chinese account to profile the Gold Coast on one of the world's largest social media platforms.

WEBSITE PERFORMANCE

For the year ending 30 June 2019, there were 2.2 million unique visitors to Destination Gold Coast's core website – a year-on-year increase of 55 per cent. Growth in website visitation was attributed to all channels consistently improving performance, in addition to increased paid media investment for campaign periods and emphasis on search engine optimisation (SEO).

NEW EVENTS PLATFORM

The sport and leisure events hub was overhauled to aggregate content from several sources and websites. The core focus of the new digital events hub was to improve user experience and cross promotion of events, improve mobile capabilities and accessibility, improve page load times and SEO event visibility. Launched in February 2019, DGC experienced a 15 per cent increase in events-related website traffic and improved engagement metrics.

PUBLIC RELATIONS AND MEDIA HOSTING

DGC continued to enhance the reputation of the Gold Coast through a combination of media and influencer engagement, collaboration and customised digital content.

Key initiatives included:

- A new digital content hub with 24/7 access to 1,500 images and videos. Crowdriff was selected based on superior functionality, as the library enables industry, media and partner agencies ease of access to assets to share a consistent city voice.
- 74 locally-crafted articles to destinationgoldcoast.com blog to inspire global travellers. Within 12 months, 295,261 unique users (252,608 new users and 42,653 returning users), visited the blog with the TASTE category accounting for the highest originator of individual page sessions at 26,470.
- DGC's media and publicity supported events, campaigns and advocacy efforts to aid the delivery of more than \$63 million in advertising value equivalency in 2018-19. Contemporary coverage across mainstream and broadcast outlets and in travel media reached more than 347 million people through public relations, media and influencer activities.

DESTINATION ENGAGEMENT

THE COLLABORATION BETWEEN DESTINATION GOLD COAST, LOCAL, STATE AND FEDERAL GOVERNMENT AGENCIES AND THE WIDER TOURISM INDUSTRY HAS REACHED A NEW LEVEL OF MATURITY, RESULTING IN SIGNIFICANT OUTCOMES FOR THE GOLD COAST.

This has been achieved through the adoption of a destination-wide focus on collaboration and partnerships to grow the tourism economy and subsequent enhancement of the visitor experience. DGC represented the interests of the organisation across several key advisory groups, boards, Chambers of Commerce and forums.

Additionally, DGC continued to inform, empower, coordinate and support destination development activities based on the needs of Gold Coast stakeholders and consumers’ expectations. A range of Queensland Government-led initiatives were delivered in the region in partnership with Tourism and Events Queensland. DGC assisted connecting industry stakeholders with the following industry and experience development opportunities:

- Business Capability Programs (Queensland Tourism Industry Council) including digital ready workshops and mentoring.
- Tourism and Events Queensland’s Connecting With Asia activities, which included leveraging marketing opportunities, increasing understanding of and conversion through Chinese payment platforms and Greater China specific international and domestic sales missions.
- Tourism and Events Queensland’s Best of Queensland Experiences Program, increased year-on-year performance across all assessment criteria categories.

In partnership with the City of Gold Coast and key stakeholders, an updated framework of the Destination Tourism Management Plan (DTMP) has been drafted for consultation with a view to be formalised in 2020.

CORPORATE AFFAIRS

DGC maintained constructive dialogue with all levels of government and the City of Gold Coast during 2018-19, attracting substantial funding for special stimulus programs. City of Gold Coast Council communication and compliance reporting for DGC were managed effectively and relationships were also maintained with Tourism Australia and Tourism and Events Queensland. Effective media relations support was provided to DGC’s senior management and Board to raise the profile of Gold Coast’s tourism sector through advocacy measures and actions. Corporate communications initiatives reflected DGC’s position as both industry leader and commentator, with consistent local and national media coverage. Activity included:

- Destination Gold Coast Content Awards were trialled to reward digital and social storytelling across seven key categories. The initiative was unique to an Australian destination marketing organisation. More than 100 people registered to be part of the awards, including amateurs and professionals nationwide.
- Management of DGC’s weekly industry eDM Tourism Matters to 1,600 industry subscribers - attained an average open rate of 34 per cent (14 per cent above eDM industry benchmark open rate).
- Launch of DGC Business Events showcase page on LinkedIn.
- DGC continued to profile the organisation on its LinkedIn Corporate page increasing followers by 56 per cent to 5,600 throughout the year, due to the steady publication of quality content.

MEMBERSHIP SERVICES

With 540 members this year, Destination Gold Coast achieved an 83 per cent member retention rate. Membership revenue of \$416,520 was down 5.3 per cent year-on-year, having increased member intake the year prior as a direct result of heightened interest associated with the Gold Coast 2018 Commonwealth Games.

Continued advocacy and implementation of the destination-wide guest satisfaction platform ReviewPro, remains a highly valuable marketing tool for the Gold Coast tourism sector. ReviewPro provides insight into customer feedback on industry products and services, and DGC delivered a rollout of its dedicated educational webinar series to aid reporting outcomes and assist operators to improve customer service levels.

A total of 52 events were facilitated by DGC, comprising of international trade or member networking opportunities, business events updates, a corporate strategy briefing and a youth market workshop, which saw more than 3,000 total attendees engage with DGC for the year.

The 2018 Annual General Meeting included the presentation of 20 longevity awards, for 20 to 40 years of membership. The annual membership survey completed by 22 per cent of members, show that 88 per cent of members were satisfied with their membership. Additionally, 97 per cent of respondents stated that membership meetings were either extremely or somewhat valuable to their business operations.





VISITOR INFORMATION CENTRES

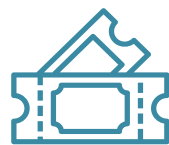
DESTINATION GOLD COAST CONTINUES TO OPERATE TWO FULLY-ACCREDITED VISITOR INFORMATION CENTRES (VIC'S), SITUATED IN CAVILL MALL IN SURFERS PARADISE AND AT GOLD COAST AIRPORT. THE CENTRES ARE OPEN UP TO TWELVE HOURS A DAY, 363 DAYS OF THE YEAR, AND REMAIN VITAL HUBS FOR FACILITATING THE BEST EXPERIENCES FOR VISITORS.

Both centres' friendly and knowledgeable staff and volunteers welcome an average of 14,000 visitors per month. The visitor experience is further enriched by the ability of operations staff to book accommodation, tours, cruises, bus, train, light rail and theme park tickets instantly.

SURFERS PARADISE REFURBISHMENT

Completion of the Surfers Paradise VIC refurbishment in early 2018 to enhance customer service, saw successful implementation of digital wayfinding technology including a dual touchscreen directory that features close to 2,000 Gold Coast products, services and amenities. The enhancement has seen the VIC grow its sales in excess of 10 per cent, per month, over the past financial year.

BY THE NUMBERS



\$1M

MEMBER PRODUCT SALES



165,000

VISITOR ENQUIRIES



14,000

VISITORS ON AVERAGE
PER MONTH



114

VIC MEMBER PACKAGES

LOOKING FORWARD 2019-20

DESTINATION GOLD COAST HAS OVERHAULED ITS STRATEGIC PRIORITIES TO INCLUDE AN ORGANISATION-WIDE FRAMEWORK, INCLUSIVE OF BOARD AND STAKEHOLDER INPUT TO DELIVER CLEAR OBJECTIVES IN 2019-20 AND BEYOND. THIS INCLUDES:

1. Stem the loss of domestic visitor market share;
2. Be a 'top 2' must-see destination for international markets;
3. Grow digital engagement and footprint;
4. Evolve the Gold Coast brand;
5. Position the Gold Coast as a premier events destination; and
6. Position the Gold Coast as the destination of choice for conferences, conventions, exhibitions, meetings and incentives to deliver direct economic benefit to the tourism sector.

A longer-term focus for the organisation will achieve a step change in DGC's performance as the Gold Coast's destination marketing organisation and deliver meaningful outcomes for the local economy and community.

OVERARCHING STRATEGIC PRINCIPLES INCLUDE:

“

**PROMISING LESS,
DELIVERING MORE:
TO UNAPOLOGETICALLY
PURSUE OUR VISION.**

”

“

**EMBRACING CORE BUSINESS
OF MARKETING:
WE ARE IN THE BUSINESS OF
DRIVING VISITOR DEMAND
AND EXPENDITURE.**

”

“

**MARKET PRIORITISATION:
FOCUS ON CORE MARKETS
THAT DEMONSTRATE STRONG
RETURN ON INVESTMENT.**

”

MARKET PRIORITISATION

FORECAST MARKET GROWTH TO 2021	HIGH	
	GROW	ACCELERATE
	NEW ZEALAND, SOUTH KOREA, UNITED STATES OF AMERICA	GREATER CHINA, JAPAN DOMESTIC: INTERSTATE AND FLY MARKETS
	MONITOR	DEFEND
LOW	INDIA, WESTERN EUROPE	DOMESTIC: INTRASTATE AND DRIVE MARKETS
	MARKET SHARE OF OVERNIGHT EXPENDITURE	
		HIGH

EXECUTIVE LEADERSHIP TEAM

IN 2018-19 DGC IMPLEMENTED OPERATIONAL CHANGES AND ADJUSTED ITS ORGANISATIONAL STRUCTURE. MOVEMENTS INCLUDE A REVISION OF THE NUMBER OF SENIOR EXECUTIVE POSITIONS FROM TEN TO FOUR, REDEPLOYMENT OF ROLES AND CHANGES TO TITLES. THE NEW WORKING MODEL REALIGNS TEAM STRUCTURE TO SUPPORT MORE ROBUST MARKETING, INCLUSIVE OF A DIGITISED ALWAYS-ON STRATEGIC APPROACH TO OPTIMISE THE WAY DGC ENGAGES WITH INDUSTRY PARTNERS, STAKEHOLDERS AND THE VISITOR EXPERIENCE. THESE CHANGES WERE IMPLEMENTED IN OCTOBER 2018.



ANNALIESE BATTISTA

CHIEF EXECUTIVE OFFICER

Annaliese commenced in her role as CEO in August 2018, and has nearly two decades' experience in strategic destination marketing, communications, economic development and executive leadership across a range of government and corporate organisations. She steers DGC's leadership and direction to deliver DGC's objectives. External commitments include Board member positions with Gold Coast Waterways Authority and the Gold Coast Football (SUNS) Club and Director for the Association of Australian Convention Bureaux.



CARLA ANDERSON

EXECUTIVE DIRECTOR MARKETING

Carla was appointed in January 2019 to streamline marketing, content and digital functions to ensure a more holistic and integrated approach to consumer-facing marketing and content generation. With more than 25 years' marketing experience, including roles in Europe and the Middle East, Carla has led consumer and business-to-business marketing, education, personnel services and fast-moving consumer goods teams.



MILES ROPER

EXECUTIVE DIRECTOR CORPORATE SERVICES

The Chief Financial Officer role was redeployed as Executive Director Corporate Services and incorporates governance and risk, destination engagement, member services and research functions. Miles has more than 11 years' experience in the role and is a Certified Practising Accountant (CPA), and has attained the Australian Institute of Company Directors, Company Directors Course certification.

THE BOARD

GUIDED BY AN INDUSTRY-LED BOARD OF DIRECTORS THAT REPRESENT THE DIVERSE BUSINESSES THAT MAKE UP GOLD COAST'S TRAVEL AND TOURISM SECTOR, DGC MARKETS THE REGION ON BEHALF OF THE COMMUNITY AS DESTINATION STEWARDS.



PAUL DONOVAN | CHAIR

Experienced aviation and tourism executive, Chairman of Events Management Queensland, Titans Community Benefit Club and Sanctuary Cove Inc.



ADRIENNE READINGS | DEPUTY CHAIR

General Manager, Gold Coast Convention and Exhibition Centre; experienced senior manager with hotels. More than 20 years' experience in the hospitality and convention industry.



JOHN PUNCH | OAM | HON. SECRETARY

Founding director of Gold Coast Tourism Corporation, John has been a continuous serving member of the board since its formation in 1975.



PETA FIELDING

CEO of Burleigh Brewing Company, Director of Bleached Arts Limited, a QLD Business of the Year winner; and former board member of GOLDOC and Bond University Council.



CRAIG DAVIDSON

Former Tourism Australia executive, former CEO of Dreamworld, WhiteWater World and SkyPoint and previously Executive General Manager Operations for Voyagers Hotels and Resorts.



JOHN MORRIS

General Manager, RACV Queensland Resorts. Panel member of Gold Coast Tourism Advisory Panel. With over 25 years' hospitality experience, John has a background in senior sales, marketing and general management roles domestically, in the Pacific and in South-East Asia.



LINDSAY WALLACE

Marketing and Communications Director at Home Of The Arts (HOTA). Experienced senior marketing professional with previous roles at Pacific Fair, Gold Coast Tourism, Mulpha Sanctuary Cove, Palazzo Versace and Surfers Paradise Marriott Resort.



CR BOB LA CASTRA

Division 8 Councillor for City of Gold Coast, Board Director Gold Coast Arts Centre and Chair of Council's Tourism, Events and Governance Committee. He is an active and long-standing entertainer across Australia and internationally.



CLARK KIRBY

Incoming CEO of Village Roadshow and current CEO of Village Roadshow Theme Parks. Oversees Australian operations including Movie World, Sea World, Topgolf, Wet'n'Wild, Paradise Country and Outback Spectacular, along with Village Roadshow studios.



ADAM TWEMLOW

Partner at KPMG. Formerly Royal Bank of Scotland in London and KPMG USA. Board Director of the Perry Cross Spinal Research Foundation Ltd, The Southport School Council and Gold Coast Business Excellence Awards.



NICK SCOTT

Chairman of Regional Development Australia (Gold Coast) and on the board of Bond University Business School as well as Gold Coast United Football Club. Board Director Gold Coast Academy of Sport, Gold Coast Community Fund and Gold Coast Eisteddfod and the GOLDOC Legacy Advisory Board. He has more than 37 years' experience as a media executive.



AS A PUBLIC COMPANY LARGELY FUNDED VIA A TOURISM LEVY COLLECTED BY THE CITY OF GOLD COAST, AND BY THE QUEENSLAND GOVERNMENT (REPRESENTED BY TOURISM AND EVENTS QUEENSLAND), GOLD COAST TOURISM CORPORATION (GCT), TRADING AS DESTINATION GOLD COAST, IS COMMITTED TO OBSERVING BEST PRACTICE CORPORATE GOVERNANCE.

By acting transparently, professionally and ethically, DGC ensures the effective investment of its funds for the greatest benefit to its levy payers and members, while maintaining the sustainability of the organisation for the benefit of the Gold Coast in future years.

Responsible corporate governance is evident in Gold Coast Tourism Corporation’s operations at many levels, some examples include:

- Regular self-assessment by the Board to improve performance.
- Regular reviews of DGC’s risk register.
- Regular reviews of DGC’s insurances, as assisted by a respected insurance agency.
- Documentation and discussion of any possible conflicts of interest.
- Selection criteria for prospective Board members to maximise and balance skill sets.
- An annual independent financial audit by a respected audit firm.
- Regular Director workshops to enhance the Board’s performance.
- Keeping a gift register for any gifts received by staff.

AUDIT AND FINANCE COMMITTEE

This Committee oversees the annual audit process, risk management and insurances, legal issues and compliance and reports to the Board on these matters. The Committee has a clear charter and seeks independent advice as appropriate.

The Committee consists of at least three independent Board Directors. Committee members are appointed by the Board with the Committee meeting at least twice a year.

The current Committee members are:

- Adam Twemlow (Chair)
- Adrienne Readings
- Lindsay Wallace

Committee meetings are also attended by the Chief Executive Officer (CEO) and the Executive Director Corporate Services.

REMUNERATION COMMITTEE

This Committee was introduced during 2017-18, met twice during the year, and will meet at least twice per annum in future.

Introduced to allow a more structured and transparent approach to the effective tracking of the performance of the CEO and senior executives, in particular. Remuneration of the CEO and senior executives will be reviewed by the Committee in light of this performance.

The Committee also has oversight of the remuneration policies for all staff, including engaging external experts periodically to check Destination Gold Coast is paying staff in line with relevant benchmarks.

The members of the Committee are the Board Chair, Board Deputy Chair, Audit & Finance Committee Chair and a fourth member of the Board selected by the Board. The Audit & Finance Committee Chair will be the Chair of the Remuneration Committee.

The current members of the Committee are:

- Adam Twemlow (Chair)
- Paul Donovan
- Adrienne Readings
- Peta Fielding

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GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

DIRECTORS' REPORT

The Directors present the following report of Gold Coast Tourism Corporation Limited ("the Company") for the year ended 30 June 2019:

Directors

The names of Directors who held office at any time during or since the financial year are:

Directors	Directors' Meetings		Audit Committee Meetings		Remuneration Committee Meetings	
	Attended	Eligible	Attended	Eligible	Attended	Eligible
Paul Donovan (Chairman)	8	8	-	-	1	1
Adrienne Readings (Vice Chairman)	8	8	2	2	1	1
Craig Davidson	6	8	-	-	-	-
John Morris	8	8	-	-	-	-
Lindsay Wallace	8	8	2	2	-	-
Peta Fielding	8	8	-	-	1	1
Nicholas Scott	8	8	-	-	-	-
Adam Twemlow	6	8	2	2	1	1
Cr. Bob La Castra	3	8	-	-	-	-
Cr. Pauline Young (Alternate Director)	1	N/A	-	-	-	-
Clark Kirby (appointed August 18)	4	7	-	-	-	-
The position of Honorary Secretary was held by: John Punch	7	8	-	-	-	-

Objectives

The objective of the Company is to grow tourist, business and event visitation and expenditure on the Gold Coast, thereby facilitating wealth generation in the tourism and business events sectors for the benefit of stakeholders and the community.

The long-term objectives are for the Gold Coast to be recognised locally, nationally and internationally as one of the world's great tourist and business events destinations, and for Gold Coast Tourism to be universally acknowledged as a successful, globally aware destination marketing organisation that embraces a culture of continuous improvement, customer focus, current technology, contemporary leadership and excellence.

Strategy for achieving the objectives

The key strategies include:

- Apply available resources in the most effective and productive manner to achieve the Company's marketing objectives.
- Assume industry leadership by providing a clear voice on destinational issues including safety and image.
- Continue to build strategic partnerships to leverage available resources and develop genuine cooperative relationships into the future.
- Identify and invest in growth opportunities.
- Establish Gold Coast Tourism as an employer of choice.
- Identify and promote the development of appropriate new product and infrastructure necessary for long term industry sustainability.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

DIRECTORS' REPORT (Continued)

Principal Activities

The principal activity of the Company for the year ended 30 June 2019 was the marketing of the Gold Coast region as a leisure tourism, business and events destination.

There were no significant changes in the nature of the Company's activities during the financial year.

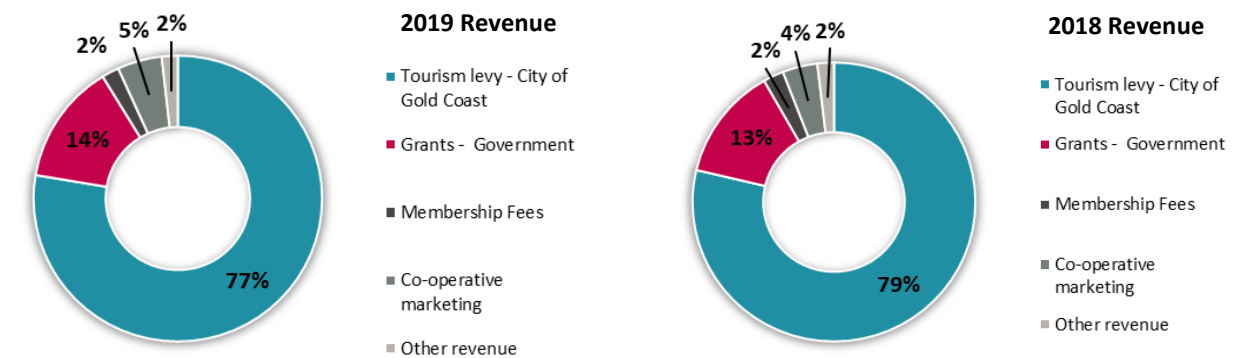
Performance Measures

The Company measures its performance in terms of both the level of tourist visitation and expenditure to the Gold Coast and the volume and quality of the marketing activities it undertakes. Visitor statistics released by Tourism Research Australia assist with the assessment of performance in visitation and expenditure.

Review and Results of Operations

The Company has incurred a net surplus for the year of \$354,857 (2018: \$145,385 deficit).

Revenue

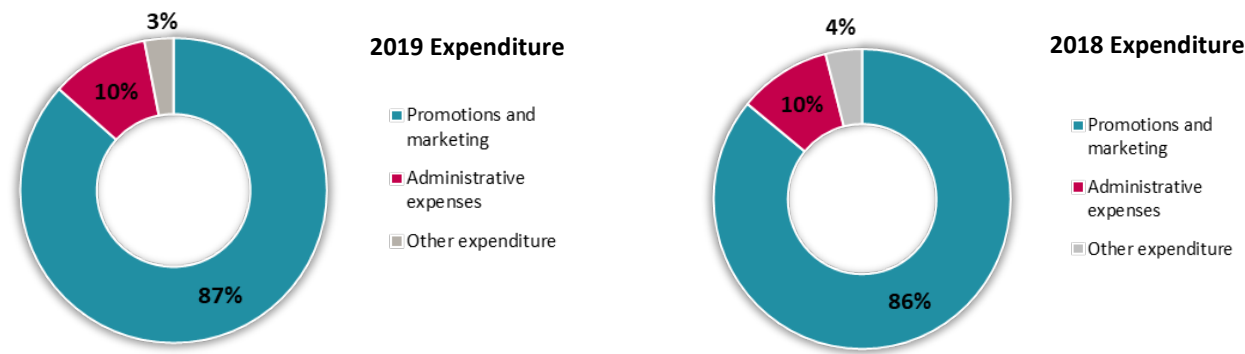


The Company continued to maintain a strong membership fee base of \$416,520 (2018: \$439,993) and obtained funding of \$16.8m (2018: \$14.8m) from the Tourism Levy. The Company also received co-operative marketing revenue of \$1.1m (2018: \$751,675).

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

DIRECTORS' REPORT (Continued)

Expenditure



The 2019 expenditure of \$21.4m (2018: \$19.1m) continued to focus on external promotions and marketing of the Gold Coast. Approximately 87% (2018: 86%) of total expenditure of the Company focused on marketing activities.

The net assets of \$2.7m at 30 June 2019 are represented by Members' equity at year end, which includes an accumulated surplus of \$2.4m.

Likely future Developments and Expected Results

The Company will continue to implement strategies to increase visitation to the Gold Coast. This includes continued engagement with its members, City of Gold Coast, Tourism and Events Queensland and Tourism Australia. The strategies include focusing on the growth markets including Chinese tourism, events (sporting, festivals and cultural), conferences and incentive groups in profiling the Gold Coast as an international destination, without losing focus on its traditional core domestic markets.

Significant Changes in State of Affairs

There were no significant changes in the state of affairs during the financial year.

Contribution on Winding Up

The Company is limited by guarantee. If the Company is wound up, the Constitution states that each member is required to contribute a maximum of \$20 towards meeting any outstanding obligations of the Company. The total amount that members of the Company are liable to contribute if the Company is wound up is \$10,160 based on 508 current ordinary members.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

DIRECTORS' REPORT (Continued)

Information on Directors

Name	Position	Entity	Board Position	Number of years on Board of Directors
DONOVAN, Paul	General Manager (Business Relationships)	Queensland Airports Limited (Member nominee for City of Gold Coast)	Chairman	14 years
READINGS, Adrienne	General Manager	Gold Coast Convention & Exhibition Centre	Vice Chairman	15 years
DAVIDSON, Craig	Associate	Tourism and Hospitality Services Australasia	Director	6 years
MORRIS, John	General Manager	RACV Queensland Resorts	Director	5 years
WALLACE, Lindsay	Director (Marketing, Partnerships & Engagement)	HOTA Home of the Arts	Director	4 years
FIELDING, Peta	Chief Executive Officer	Burleigh Brewing Company	Director	3 years
SCOTT, Nicholas	Board Director	(Member nominee for City of Gold Coast)	Director	3 years
TWEMLOW, Adam	Partner	KPMG	Director	2 years
LA CASTRA, Bob	Councillor	City of Gold Coast	Director	2 years
YOUNG, Pauline	Councillor	City of Gold Coast	Director (Alternate)	2 years
KIRBY, Clark (appointed Aug 18)	Executive Chairman and CEO	Village Roadshow Theme Parks Group	Director	1 year

Company Secretary

John Punch was appointed to the position of Honorary Secretary in February 1975 and is a senior partner in the legal practice Short Punch & Greatorix.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

DIRECTORS' REPORT (Continued)

Indemnification and Insurance of Directors and Officers

The Company has not, during the financial year, in respect of any person who is or has been an officer or auditor of the Company or a related body corporate:

- indemnified or made any relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings; or
- paid or agreed to pay a premium in respect of a contract insuring against a liability incurred as an officer for the costs or expenses to defend legal proceedings.

Performance in Relation to Environmental Regulation

There have been no breaches of environmental regulations by the Company during or since the financial year.


Proceedings on behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the Company in relation to activities performed by the Company.

Auditor's Independence Declaration

The auditor's independence declaration under Section 307C of the *Corporations Act 2001* is attached to this financial report on page 58.

Signed in accordance with a resolution of the Board of Directors.



Director

Broadbeach, 24 September 2019.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

**STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2019**

	Notes	2019 \$	2018 \$
Revenue	3	21,574,978	18,808,087
Cost of goods sold		(240,549)	(228,256)
Information centre expenses		(406,342)	(390,607)
Promotions and marketing expenses		(18,306,046)	(16,435,533)
Administrative expenses		(2,190,660)	(1,928,609)
Net Surplus/(Deficit) from Operating Activities	4	431,381	(174,918)
Financial income		210,778	171,205
Financial expenses		(287,302)	(141,672)
Net finance income/(cost)		(76,524)	29,533
Net Surplus/(Deficit) for the year		354,857	(145,385)
Other Comprehensive income		-	-
Total Comprehensive Surplus/(Deficit) for the year		354,857	(145,385)

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2019

	Notes	2019 \$	2018 \$
Current Assets			
Cash and cash equivalents	15	3,673,560	4,022,000
Financial assets	6	2,454,909	2,539,621
Trade and other receivables	7	222,028	104,794
Inventories		40,853	45,562
Other current assets	8	477,059	187,691
Total Current Assets		6,868,409	6,899,668
Non-Current Assets			
Property, plant and equipment	5,9	4,304,168	4,798,884
Intangible assets	10	9,901	41,990
Total Non-Current Assets		4,314,069	4,840,874
TOTAL ASSETS		11,182,478	11,740,542
Current Liabilities			
Trade and other payables	11	3,389,937	3,708,354
Bank overdraft	15	77,770	79,587
Provisions and lease liabilities	5,12	685,718	915,115
Total Current Liabilities		4,153,425	4,703,056
Non-Current Liabilities			
Provisions and lease liabilities	5,12	4,348,166	4,711,456
Total Non-Current Liabilities		4,348,166	4,711,456
TOTAL LIABILITIES		8,501,591	9,414,512
NET ASSETS		2,680,887	2,326,030
Equity			
Reserves	13	250,000	250,000
Accumulated surplus		2,430,887	2,076,030
TOTAL EQUITY		2,680,887	2,326,030

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2019

	Reserves \$	Accumulated Surplus \$	TOTAL \$
Balance at 1 July 2018	250,000	2,221,415	2,471,415
Total Comprehensive deficit for the year	-	(145,385)	(145,385)
Balance at 30 June 2018	<u>250,000</u>	<u>2,076,030</u>	<u>2,326,030</u>
Balance at 1 July 2018	250,000	2,076,030	2,326,030
Total Comprehensive surplus for the year	-	354,857	354,857
Balance at 30 June 2019	<u>250,000</u>	<u>2,430,887</u>	<u>2,680,887</u>

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2019

	Notes	2019 \$	2018 \$
Cash Flows from Operating Activities			
Net Surplus/(Deficit) for the year		354,857	(145,385)
Adjustments for:			
- Depreciation		590,643	715,928
- Net finance costs/(income)		76,524	(29,533)
- Deficit on disposal of fixed assets		(4,258)	1,019
Changes in Assets and Liabilities:			
- Trade and other receivables		(117,234)	(1,538)
- Inventory		4,709	(5,722)
- Other current assets		(289,368)	8,646
- Trade and other payables		(318,417)	437,670
- Provisions and lease liabilities		(302,101)	136,855
Cash (utilised by)/generated from operating activities		(4,645)	1,117,940
Interest paid		(287,302)	(141,672)
NET CASH (UTILISED BY)/GENERATED FROM OPERATING ACTIVITIES		(291,947)	976,268
Cash Flows from Financing and Investing Activities			
Interest received		210,778	171,205
Payment for reduction of lease liability		(290,587)	(60,673)
Purchase of plant and equipment		(83,244)	(109,703)
Purchase of intangibles		-	-
Proceeds from sale of financial assets		84,712	-
Proceeds from sale of plant and equipment		23,665	1,644
NET CASH (UTILISED BY)/GENERATED FROM INVESTING ACTIVITIES		(54,676)	2,473
Net (decrease)/increase in cash and cash equivalents		(346,623)	978,741
Cash and cash equivalents at the beginning of the financial year		3,942,413	2,963,672
CASH AND CASH EQUIVALENTS AT YEAR END	15	<u>3,595,790</u>	<u>3,942,413</u>

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

1. INTRODUCTION

Gold Coast Tourism Corporation Limited for the year ended 30 June 2019 is an unlisted not-for-profit public company limited by guarantee and is incorporated and domiciled in Australia.

Operations and Principal Activities

The operations and principal activities comprise the marketing of the Gold Coast region as a leisure tourism, business and events destination.

Presentation

The financial report is presented in Australian dollars and amounts are rounded to the nearest dollar.

Registered Office

The registered office of Gold Coast Tourism is situated at Level 3, Oracle North, 12 Charles Avenue, Broadbeach, Queensland, 4218, Australia.

Authorisation of Financial Report

The financial report was authorised for issue on 24 September 2019 by the Directors.

2. SUMMARY OF ACCOUNTING POLICIES

The principal accounting policies adopted by Gold Coast Tourism Corporation Limited are stated in order to assist in a general understanding of the financial report. These policies have been consistently applied to all the years presented, unless otherwise stated.

a) Statement of Compliance

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the *Corporations Act 2001*, as appropriate for not-for-profit oriented entities.

b) Basis of Preparation

The financial statements have been prepared under the historical cost convention. The Company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

c) Critical Accounting Judgements, Estimates and Assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors that are believed to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

c) Critical Accounting Judgements, Estimates and Assumptions (Continued)

Estimation of useful lives of assets

The Company determines the estimated useful lives and related depreciation and amortisation charges for its property, plant, equipment and intangibles. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Long service leave provision

As discussed in note 2(f), the liability for long service leave is recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and inflation have been taken into account.

d) Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories acquired at no cost, or for nominal consideration, is the current replacement cost as at the date of acquisition. Otherwise costs are assigned to inventory quantities on hand at reporting date using the weighted average basis.

e) Property, Plant, Equipment and Intangibles

Property, plant, equipment and intangibles are brought to account at cost less, where applicable, any accumulated depreciation or amortisation. Items of property, plant, equipment and intangibles with a total cost of less than \$300 are treated as an expense in the year of acquisition. All other items of property, plant, equipment and intangibles are capitalised and subject to impairment testing.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably. All other repairs and maintenance are recognised as expenses in surplus or deficit in the financial period in which they are incurred.

Plant and equipment that have been contributed at no cost or for nominal cost are recognised at the fair value of the asset at the date it is acquired.

Depreciation and amortisation rates for each class of assets are as follows:

Depreciation Rates:

- Office furniture & fittings	20%	Prime Cost
- Computer equipment	40%	Prime Cost
- Motor vehicles	22%	Reducing Balance
- Leasehold improvements	20%	Prime Cost
- Promotional equipment	33.3%	Prime Cost
- Right-of-use assets	-	Straight-line basis, over the shorter of the asset's useful life and the lease term.

Amortisation Rates:

- Software, media assets and digital development costs	1 – 3 years	Prime Cost
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

f) Employee Benefits

Short-term employee provisions

Provision is made for the Company's obligation for short-term employee benefits. Short-term employee benefits are benefits (other than termination benefits) that are expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and annual leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

Other long-term employee provisions

Provision is made for employees' long service leave and annual leave entitlements not expected to be settled wholly within 12 months after the end of the annual reporting period in which the employees render the related service. Other long-term employee benefits are measured at the present value of the expected future payments to be made to employees. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee departures, and are discounted at rates determined by reference to market yields at the end of the reporting period on government bonds that have maturity dates that approximate the terms of the obligations. Upon the remeasurement of obligations for other long-term employee benefits, the net change in the obligation is recognised in surplus or deficit as a part of employee benefits expense.

The Company's obligations for long-term employee benefits are presented as non-current employee provisions in its statement of financial position, except where the Company does not have an unconditional right to defer settlement for at least 12 months after the end of the reporting period, in which case the obligations are presented as current provisions.

g) Income Tax

No provision for income tax has been made as the Company is exempt under the *Income Tax Assessment Act 1997*.

h) Foreign Currency Transactions and Balances

A foreign currency transaction shall be recorded, on initial recognition in the functional currency, by applying to the foreign currency amount the spot exchange rate between the functional currency and the foreign currency at the date of the transaction.

At each balance date:

- foreign currency monetary items are reported using the closing rate;
- non-monetary items which are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction; and
- non-monetary items which are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined.

Exchange differences arising on the settlement of monetary items or on translating monetary items at rates different from those at which they were initially translated during the period, or in previous financial statements, are recognised in the statement of comprehensive income in the period in which they arise.

i) Impairment of Assets

Assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment deficit is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's or cash-generating unit's fair value less costs to sell and its value in use. Value in use is the present value of future cash flows expected to be derived from the asset or cash-generating unit. When the future economic benefits of the asset are not primarily dependent on the asset's ability to generate net cash inflows and when the Company would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated replacement cost of an asset.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

j) Payables

Liabilities are recognised for amounts to be paid in the future for goods and services received, whether or not billed to the Company. Trade and sundry payables are non-interest bearing, and unsecured and are normally settled on 30 day terms.

k) Receivables

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less provision for impairment. A provision for doubtful debts is recognised when collection of the full amount is no longer probable. Receivables are usually settled on 30 day terms and are non-interest bearing.

l) Financial Instruments

Financial assets and financial liabilities are recognised on the statement of financial position when the Company becomes a party to the contractual provisions of the financial instrument.

A financial asset is derecognised when the contractual rights to the cash flows from the financial assets expire or are transferred and no longer controlled by the Company.

A financial liability is removed from the statement of financial position when the obligation specified in the contract is discharged or cancelled or expires.

m) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value. Cash and cash equivalents with maturity dates in excess of three months are shown as financial assets in the statement of financial position.

n) Revenue

i) Ticket Sales

When the Company acts in the capacity of an agent rather than as principal in a transaction, the revenue recognised is the net amount of commission made by the Company.

ii) Grants and Co-operative Marketing Revenue

To determine whether to recognise revenue, the Company follows a 5-step process:

1. Identifying the contract with a third party
2. Identifying the performance obligations
3. Determining the transaction price
4. Allocating the transaction price to the performance obligations
5. Recognising revenue when/as performance obligation(s) are satisfied.

iii) Interest

Interest revenue is recognised using the effective interest method. It includes the amortisation of any discount or premium.

iv) Member Subscriptions

Member subscriptions are recognised over the period for which the subscription is payable.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

o) Leases

As detailed in note 2(r) below, the Company has changed its accounting policy for leases and has early adopted AASB 16 in the prior financial year 2018. The new policy is described in note 5 and the impact of the change in note 2(s). Until the 2017 financial year, leases of property, plant and equipment where the Company, as lessee, has substantially all the risks and rewards of ownership were classified as finance leases. All other leases were regarded as operating leases and recognised as an expense on a straight line basis over the lease term or on a systematic basis more representative of the time pattern of the user's benefit.

p) Borrowings

Borrowings are initially recognised at fair value, net of transaction costs incurred. Borrowings are subsequently measured at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in the income statement over the period of the borrowing using the effective interest method. Borrowings are removed from the statement of financial position when the obligation specified in the contract is discharged, cancelled or expired.

q) Going Concern

At 30 June 2019, the Company achieved an operating surplus of \$431,381 (2018: deficit of \$174,918), and had a net asset position of \$2,680,887 (2018: \$2,326,030).

The Company successfully negotiated an agreement with the City of Gold Coast for funding of approximately \$13,500,000 per annum for five years from 1st July 2016 until 30th June 2021. This funding has a provision for an annual price index adjustment and is subject to annual review of Gold Coast Tourism's performance against agreed key performance indicators. On this basis the Company considers the preparation of the financial statements on a going concern basis is appropriate.

r) New, revised or amending Accounting Standards and Interpretations adopted

The Company has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the Company.

In addition, the Company has early adopted the following Accounting Standards in the prior year 2018:

AASB 16 Leases

This standard is applicable to annual reporting periods beginning on or after 1 January 2019.

The Company has elected to early adopt AASB 16 Leases. In accordance with the transition provisions in AASB 16 the new rules have been adopted retrospectively with the cumulative effect of initially applying the new standard recognised on 1 July 2017.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

r) New, revised or amending Accounting Standards and Interpretations adopted (Continued)

The standard replaces the existing AASB 117 Leases. The classification of leases as either finance leases or operating leases is eliminated for lessees. Leases have been recognised in the statement of financial position by capitalising the present value of the minimum lease payments and showing a 'right-of-use' asset, while future lease payments have been recognised as a financial liability. This is similar to the current treatment for finance leases under AASB 117, with some variations.

The nature of the expense recognised in the surplus or deficit has changed. Rather than being shown as rent, or as leasing costs, it has been recognised as depreciation on the 'right-of-use' asset, and an interest charge on the lease liability. The interest charge is calculated using the effective interest method, which will result in a gradual reduction of interest expense over the lease term.

There is an exemption for low value items (typically less than \$5,000). For these assets, the expense has been recognised on a straight-line basis over the lease term in a manner consistent with the previous treatment for operating leases. This has been applied to commonly leased items such as mobile phones, electronic equipment, and furniture. An exemption also exists for leases of less than 12 months where no purchase option exists. The impact of the early adoption of this standard has been detailed in note 2 (t) below.

AASB 15 Revenue from Contracts with Customers

This standard is applicable to annual reporting periods beginning on or after 1 January 2018.

The standard provides a single standard for revenue recognition. The core principle of the standard is that the Company now recognises revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the Company expects to be entitled in exchange for those goods or services. The standard requires: contracts (either written, verbal or implied) to be identified, together with the separate performance obligations within the contract; determine the transaction price, adjusted for the time value of money excluding credit risk; allocation of the transaction price to the separate performance obligations on a basis of relative stand-alone selling price of each distinct good or service, or estimation approach if no distinct observable prices exist; and recognition of revenue when each performance obligation is satisfied. Credit risk is presented separately as an expense rather than adjusted to revenue. For goods, the performance obligation is satisfied when the customer obtains control of the goods. For services, the performance obligation is satisfied when the service has been provided, typically for promises to transfer services to customers. For performance obligations satisfied over time, the Company will select an appropriate measure of progress to determine how much revenue should be recognised as the performance obligation is satisfied. Contracts with customers will be presented in the Company's statement of financial position as a contract liability, a contract asset, or a receivable, depending on the relationship between the Company's performance and the customer's payment. Sufficient quantitative and qualitative disclosure is required to enable users to understand the contracts with customers; the significant judgments made in applying the guidance to those contracts; and any assets recognised from the costs to obtain or fulfil a contract with a customer. The adoption of this standard has had no significant impact on the Company's financial position for the year.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

r) New, revised or amending Accounting Standards and Interpretations adopted (Continued)

AASB 1058 Income of not-for-profit entities

This standard is applicable to annual reporting periods beginning on or after 1 January 2019.

This new standard largely replaces AASB 1004 *Contributions* by clarifying and simplifying income recognition requirements for not-for-profit (NFP) entities. Whilst AASB 1004 will remain, its scope is limited to certain government entities.

The standard and its extensive guidance establish principles for NFP entities relating to:

- i) Transactions where the consideration to acquire an asset is significantly less than fair value principally to enable a NFP entity to further its objectives; and
- ii) The receipt of volunteer services.

The timing of revenue recognition will depend on whether a transaction gives rise to a liability or other performance obligation, or a contribution by owners, related to the asset received by the NFP entity.

Where a sufficiently specific enforceable performance obligation exists in an arrangement, the NFP entity is required to apply AASB 15 in relation to the performance obligation.

Volunteer services received are required to be recognised at fair value by local governments, government departments, general government sectors and whole of governments. Other NFP entities may elect to recognise such services as an asset or expense. The early adoption of this standard has had no significant impact on the Company's financial position for the year.

AASB 9 Financial Instruments

This standard is applicable to annual reporting periods beginning on or after 1 January 2018.

The standard replaces all previous versions of AASB 9 and completes the project to replace IAS 39 'Financial Instruments: Recognition and Measurement'. AASB 9 introduces new classification and measurement models for financial assets. A financial asset shall be measured at amortised cost, if it is held within a business model whose objective is to hold assets in order to collect contractual cash flows, which arise on specified dates and are solely principal and interest. All other financial instrument assets are to be classified and measured at fair value through surplus or deficit unless the Company makes an irrevocable election on initial recognition to present gains and losses on equity instruments (that are not held-for-trading) in other comprehensive income ('OCI'). For financial liabilities, the standard requires the portion of the change in fair value that relates to the Company's own credit risk to be presented in OCI (unless it would create an accounting mismatch). New simpler hedge accounting requirements are intended to more closely align the accounting treatment with the risk management activities of the Company. New impairment requirements will use an 'expected credit loss' ('ECL') model to recognise an allowance. Impairment will be measured under a 12-month ECL method unless the credit risk on a financial instrument has increased significantly since initial recognition in which case the lifetime ECL method is adopted. The standard introduces additional new disclosures. The adoption of this standard has had no significant impact on the Company's financial position for the year.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019	2018
	\$	\$

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

s) Changes in Accounting Policies

As indicated in note 2(o) above, the Company has early adopted AASB 16 Leases from 1 July 2017, as permitted under the specific transition provisions in the standard. On adoption of AASB 16, the company recognised lease liabilities in relation to leases which had previously been classified as 'operating leases' under the principles of AASB 117 Leases. These liabilities were measured at the present value of the remaining lease payments, discounted using the Company's incremental borrowing rate as of 1 July 2017. The weighted average lessee's incremental borrowing rate applied to the lease liabilities on 1 July 2017 was 6%.

The impact of the early adoption on the statement of financial position for the current 2019 year is an increase in non-current asset of \$4,143,208 and an increase in lease liability of \$4,602,808. The impact on the statement of comprehensive income for the current year is a net increase in expenditure of \$103,254 (2018: \$66,713).

As a result of the early adoption of AASB 16, the Company is also required to Adopt AASB 15 concurrently. The early adoption of AASB 15 has had no effect on the financial position reflected in the statement of comprehensive income or the statement of financial position for both the 2018 and 2019 years.

3. REVENUE

Sale of goods and services	363,739	336,139
Tourism levy - City of Gold Coast	16,750,000	14,800,000
Grants and Contributions - Tourism and Events Queensland	2,276,509	1,786,741
Grant (Business Events) - Tourism and Events Queensland	600,000	600,000
Grant (EMDG) - Austrade	68,275	74,975
Membership subscriptions	416,520	439,993
Co-Operative marketing - Other	1,076,753	751,675
Other	23,182	18,564
	21,574,978	18,808,087

The Tourism levy referred to above relates to the funding received from the City of Gold Coast via the Tourism and Economic Diversification Component of the Differential General Rate.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019	2018
	\$	\$

4. EXPENDITURE

Additional information on the nature of expenses:

Depreciation and amortisation expense:		
- Right-of-use assets	492,262	287,153
- Property, plant and equipment	66,292	70,106
- Intangible assets	32,089	457,294
- Make good write back	-	(98,625)
Inventories:		
- Amount of inventories recognised as an expense	240,549	228,256
Employee benefits expense:		
- Salaries and wages	4,856,041	5,067,869
- Superannuation	420,754	440,681
Foreign exchange deficit	7,477	15,117
Surplus/(deficit) on sale of fixed assets	4,258	(1,019)
Leases:		
- Interest on lease liabilities	285,863	173,117
- Expenses relating to short-term leases	234,159	232,706

Administrative Expenses referred to in the statement of comprehensive income comprise all salary costs for administrative staff in Corporate Services, including but not limited to, expenditure on staff recruiting, staff development, rent, electricity, insurance, depreciation, telephone and information technological services.

5. LEASES

(i) Amounts relating to leases shown in the statement of financial position

Right-of-use assets *

Lease Premises	4,143,209	4,635,471
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* included in the line item 'Property, plant and equipment' in the statement of financial position

Lease liabilities **

Current	332,205	290,587
Non-current	4,270,603	4,602,808
	4,602,808	4,893,395

** included in the line item 'Lease liability' in the statement of financial position.

(ii) Amounts relating to leases shown in the statement of comprehensive income

Depreciation charge of right-of-use assets (included in administrative expenses)	492,262	287,153
Interest expense (included in finance cost)	285,863	173,117
Expense relating to short-term leases (included in expenditure)	234,159	232,706

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019	2018
	\$	\$
5. LEASES (Continued)		

(iii) The Company's leasing activities and how these are accounted for

The Company may from time to time lease various properties or equipment. Rental contracts are typically made for fixed periods of 1 to 10 years. Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants, but leased assets may not be used as security for borrowing purposes. Leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Company. Each lease payment is allocated between the liability and finance cost. The finance cost is charged to surplus or deficit over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period. The right-of-use asset is depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis.

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:

- fixed payments (including in-substance fixed payments), less any lease incentives receivable
- variable lease payments that are based on an index or a rate
- amounts expected to be payable by the lessee under residual value guarantees
- the exercise price of a purchase option if the lessee is reasonably certain to exercise that option, and
- payments of penalties for terminating the lease, if the lease term reflects the lessee exercising that option.

The lease payments are discounted using the interest rate implicit in the lease, if that rate can be determined, or the Company's incremental borrowing rate.

Right-of-use assets are measured at cost comprising the following:

- the amount of the initial measurement of lease liability
- any lease payments made at or before the commencement date, less any lease incentives received
- any initial direct costs and restoration costs.

Payments associated with short-term leases and leases of low-value assets are recognised on a straight-line basis as an expense in surplus or deficit. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise IT-equipment and small items of office furniture.

6. FINANCIAL ASSETS

Fixed term deposit	2,300,000	2,300,000
Fixed term guarantee deposit	154,909	239,621
	<u>2,454,909</u>	<u>2,539,621</u>

Financial assets relate to term deposits with maturities greater than 3 months that have been reclassified from cash and cash equivalents in accordance with note 2(m).

7. TRADE AND OTHER RECEIVABLES

Trade receivables	220,000	58,944
Sundry	2,028	45,850
	<u>222,028</u>	<u>104,794</u>

8. OTHER CURRENT ASSETS

GST Receivable	255,104	-
Prepayments	221,820	187,681
Deposits	135	10
	<u>477,059</u>	<u>187,691</u>

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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019	2018
	\$	\$
9. PROPERTY, PLANT AND EQUIPMENT		
a) Property, Plant and Equipment		
Right-of-use Assets - at cost	4,922,624	4,922,624
Less: Accumulated Depreciation	<u>(779,415)</u>	<u>(287,153)</u>
	<u>4,143,209</u>	<u>4,635,471</u>
Office Furniture & Fittings - at cost	348,273	335,552
Less: Accumulated Depreciation	<u>(311,992)</u>	<u>(306,493)</u>
	<u>36,281</u>	<u>29,059</u>
Computer Equipment - at cost	369,925	363,119
Less: Accumulated Depreciation	<u>(300,531)</u>	<u>(310,967)</u>
	<u>69,394</u>	<u>52,152</u>
Motor Vehicles - at cost	18,549	69,383
Less: Accumulated Depreciation	<u>(10,917)</u>	<u>(40,070)</u>
	<u>7,632</u>	<u>29,313</u>
Leasehold Improvements - at cost	621,125	624,101
Less: Accumulated Depreciation	<u>(580,187)</u>	<u>(575,800)</u>
	<u>40,938</u>	<u>48,301</u>
Promotional Equipment - at cost	13,476	23,326
Less: Accumulated Depreciation	<u>(6,762)</u>	<u>(18,738)</u>
	<u>6,714</u>	<u>4,588</u>
Total Property, Plant and Equipment	<u>4,304,168</u>	<u>4,798,884</u>

b) Movement during the year

2019

	Right-of-use Assets \$	Office Furniture & Fittings \$	Computer Equipment \$	Motor Vehicles \$	Leasehold Improvements \$	Promotional Equipment \$	Total \$
Opening written down value	4,635,471	29,059	52,152	29,313	48,301	4,588	4,798,884
Additions at cost		19,974	55,440		3,840	3,990	83,244
Disposals at written down value			(690)	(18,716)			(19,406)
Depreciation expense	(492,262)	(12,752)	(37,508)	(2,965)	(11,203)	(1,864)	(558,554)
Closing written down value	<u>4,143,209</u>	<u>36,281</u>	<u>69,394</u>	<u>7,632</u>	<u>40,938</u>	<u>6,714</u>	<u>4,304,168</u>

2018

	Right-of-use Assets \$	Office Furniture & Fittings \$	Computer Equipment \$	Motor Vehicles \$	Leasehold Improvements \$	Promotional Equipment \$	Total \$
Opening written down value	-	32,671	38,784	36,601	17,783	641	126,480
Additions at cost	4,922,624	7,064	44,092	-	53,435	5,112	5,032,327
Disposals at written down value	-	(436)	-	-	(2,228)	-	(2,664)
Depreciation expense	(287,153)	(10,240)	(30,724)	(7,288)	(20,689)	(1,165)	(357,259)
Closing written down value	<u>4,635,471</u>	<u>29,059</u>	<u>52,152</u>	<u>29,313</u>	<u>48,301</u>	<u>4,588</u>	<u>4,798,884</u>

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019 \$	2018 \$
10. INTANGIBLE ASSETS		
a) Intangible Assets		
Software, media assets and digital development- at cost	537,035	1,140,863
Less: Accumulated Amortisation	<u>(527,134)</u>	<u>(1,098,873)</u>
	9,901	41,990
b) Movement during the year		
Software, media assets and digital development:		
Opening balance at cost	1,140,863	467,794
Additions at cost	-	673,069
Disposals at cost	(603,828)	-
Amortisation expense during the year	(32,089)	(457,294)
Amortisation expense brought forward	<u>(495,045)</u>	<u>(641,579)</u>
Closing written down value	9,901	41,990
11. TRADE AND OTHER PAYABLES		
Trade payables and accruals	2,720,673	2,288,522
Members subscriptions in advance	184,866	206,204
Revenue received in advance	484,398	1,133,768
GST payable	-	79,860
	<u>3,389,937</u>	<u>3,708,354</u>
12. PROVISIONS AND LEASE LIABILITIES		
Current		
Annual leave	202,051	378,281
Current portion of long service leave	151,461	246,247
Lease liability	<u>332,206</u>	<u>290,587</u>
	685,718	915,115
Non Current		
Long service leave	77,563	108,648
Lease liability	<u>4,270,603</u>	<u>4,602,808</u>
	4,348,166	4,711,456

The lease liability arises from the capitalisation of the Company's head office lease premises in Broadbeach in accordance with the requirements of AASB16. The liability relates to the future lease payments over the lease term of ten years.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

	2019 \$	2018 \$
13. MOVEMENT IN RESERVES		
Reserve - Subvention funds:		
Balance at the beginning of the year	250,000	250,000
Transfer to meet current period expenditure	-	-
Transfer to meet current and future expected expenditure	-	-
Balance at end of year	<u>250,000</u>	<u>250,000</u>

This reserve has been created to build funding for future expected expenditure in relation to convention and association bids.

14. COMMITMENTS FOR EXPENDITURE

Marketing Agreements:

The Company is committed to various marketing and agency agreements, contracted for but not recognised as liabilities which are payable as follows:

- within 12 months	2,205,277	1,198,284
- 12 months or longer and no longer than 5 years	<u>1,171,864</u>	<u>818,273</u>
	3,377,141	2,016,557

15. CASH AND CASH EQUIVALENTS

For the purposes of the statement of cash flows, cash and cash equivalents includes cash on hand and in banks and investments in money market instruments, net of outstanding bank overdrafts. Cash and cash equivalents at the end of the year as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:

Cash and cash equivalents as per statement of financial position	3,673,560	4,022,000
Bank overdraft*	<u>(77,770)</u>	<u>(79,587)</u>
Balance as per statement of cash flows	3,595,790	3,942,413

* bank overdraft represents a credit facility in place to cover credit card expenditure incurred each month. The overdraft is repaid shortly after each month end with no interest expense incurred.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

16. RELATED PARTY TRANSACTIONS

During the financial year the following transactions were undertaken with related parties. Transactions with City of Gold Coast and Tourism Events Queensland are not reflected below, as they are not considered related entities under the control of the Company's Directors. All transactions were undertaken in the normal course of business.

Directors/CEO	Related Party	Directors/CEO position in related party	Purchases (Venue Hire, Accommodation, Parking, VIC ticket purchases & Professional fees.) \$	Revenue (Membership fees, Co Op campaigns & Joint activities.) \$
Paul Donovan (Chairman)	Queensland Airports Ltd	General Manager (Business Relationships)	4,771	4,836
Adrienne Readings (Vice Chairman)	Gold Coast Convention & Exhibition Centre	General Manager	12,068	22,068
John Morris	RACV Queensland Resorts	General Manager	3,532	12,950
Lindsay Wallace	HOTA Home of the Arts	Director	7,765	5,949
Peta Fielding	Burleigh Brewing Company	CEO	535	973
Adam Twemlow	KPMG	Partner	1,116	191
John Punch	Short Punch & Greatorix	Partner	4,120	-
Clark Kirby	Village Roadshow Theme Parks Group	Executive Chairman & CEO	¹ 418,729	270,705
Annaliese Battista (CEO-appointed Aug 18)	GC Suns Football Club	Board Member	² 75,000	918
	Assoc. of Australian Convention Bureaux	Board Member	20,788	-
Martin Winter (CEO-ceased Sept 18)	Tourism and Transport Forum (TTF)	National Project Advisory Panel Member	28,875	-
	Assoc. of Australian Convention Bureaux	Board Member	21,540	-

There were no trade receivables due from related parties or trade payables due to related parties at balance date.

Note:

- Includes Theme Park ticket purchases of \$370,075 for resale through the Company's two Visitor Information Centres.
- Relates to a promotional marketing campaign partnership with GC Suns for the 2019 season.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2019
\$

2018
\$

17. EVENTS AFTER BALANCE DATE

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of the affairs of the Company in subsequent financial years.

18. KEY MANAGEMENT PERSONNEL REMUNERATION

No remuneration was received or receivable by Non-Executive (Board) Directors for the year, other than incidental travel and meeting related costs reimbursed or covered for expenditure incurred. Names of Directors in office during the financial year are included in the Directors' Report.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the Company, directly or indirectly. Key management personnel include the Chief Executive Officer and Executive Directors of the Company.

Executive's remuneration included in expenditure amounted to \$1,562,493 (2018: \$1,166,660).

Short-term employee benefits	1,495,332	1,087,730
Post-employment benefits	67,161	78,930
	1,562,493	1,166,660

19. AUDITOR'S REMUNERATION

Audit of financial report	20,900	20,050
Other non-audit services provided	-	-
	20,900	20,050

20. FINANCIAL RISK MANAGEMENT

Gold Coast Tourism Corporation Limited is a not-for-profit tourism promotion agency, primarily funded by the City of Gold Coast. The Company manages its capital to ensure that it meets its strategic objectives and to ensure it will continue as a going concern. The capital structure of the Company consists of cash and cash equivalents.

Primary responsibility for identification and control of financial risks rests with the Directors of Gold Coast Tourism Corporation Limited. The Directors review and agree to policies for managing each of the risks identified below, including limits for approved instruments, transaction values and counterparties with whom the Company transacts.

The Company uses different methods to measure different types of risk to which it is exposed. These methods include detailed budgeted cashflow analysis for liquidity risk. In terms of interest rate risk the Company does not have significant exposure at balance date and as such the effect of volatility of interest rates within expected reasonable possible movements would not be significant.

GOLD COAST TOURISM CORPORATION LIMITED
ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

20. FINANCIAL RISK MANAGEMENT (Continued)

a) Market Risk

- (i) The Company does not have any significant foreign exchange exposures at balance date and as such the effect of volatility of foreign exchange rates within expected reasonable possible movements would not be significant.
- (ii) The Company's main interest rate risk relates to its cash and cash equivalents.

At 30 June 2019, if interest rates had changed by +/- 100 basis points from the year end rates with all other variables held constant, the surplus would have been \$65,558 lower/higher (2018 change of 100 bps: \$55,629 lower/higher).

b) Credit Risk

Credit risk arises principally from the Company's receivables and cash and cash equivalents.

Trade receivables are generally on 30 day terms. Credit risk is kept continually under review and managed to reduce the incidence of material losses being incurred by the non receipt of monies due.

The Company trades only with recognised, creditworthy third parties, and as such collateral is not requested nor is it the Company's policy to securitise its trade receivables. It is the Company's policy to consider the credit worthiness of all customers who wish to trade on credit terms.

The ageing of trade receivables at the reporting date was:

	2019 Gross \$	2019 Allowance \$	2018 Gross \$	2018 Allowance \$
Current	220,000	-	56,944	-
31 - 60 days	-	-	1,350	-
61 - 90 days	-	-	-	-
91 days and over	-	-	650	-
	220,000	-	58,944	-

During the financial year nil bad and doubtful debts were written off (2018: Nil). At balance date no trade receivables were deemed irrecoverable.

Cash Investments

The Company limits its risk exposure on cash investments by investing in term deposits or similar, with major banking institutions, and management does not expect any counterparty to fail to meet its obligations.

c) Liquidity Risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company's approach to managing liquidity is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due. This process involves the review and updating of cash flow forecasts and, when necessary the obtaining of credit standby arrangements and loan facilities.

GOLD COAST TOURISM CORPORATION LIMITED
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NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

20. FINANCIAL RISK MANAGEMENT (Continued)

c) Liquidity Risk (Continued)

The following is the contractual maturity analysis for financial liabilities:

2019	Contractual Repayment Amount \$	6 mths or less \$	6 - 12 mths \$	1 - 5 years \$
Trade payables	1,032,883	1,032,883	-	-
Sundry payables and accruals	2,357,054	2,357,054	-	-
Lease liability	3,976,521	294,872	304,636	3,377,013
	7,366,458	3,684,809	304,636	3,377,013

2018	Contractual Repayment Amount \$	6 mths or less \$	6 - 12 mths \$	1 - 5 years \$
Trade payables	1,024,117	1,024,117	-	-
Sundry payables and accruals	2,684,237	2,684,237	-	-
Lease liability	3,823,578	283,531	292,919	3,247,128
	7,531,932	3,991,885	292,919	3,247,128

The Company maintains the following facilities:

Credit Standby Facilities

The Company has credit standby facilities of up to \$200,000 available as a business credit card facility.

Encashment Facility

The Company has an encashment facility of \$4,000 to facilitate cashing of cheques through the ANZ Broadbeach branch.

Indemnity Guarantees

The Company has signed an indemnity guarantee for \$154,909 over the lease for the Company's premises at Suite N201 & N301, Oracle North, 12 Charles Avenue, Broadbeach.

d) Fair Values

The carrying amount of financial assets and liabilities recorded in the financial statements are stated at fair value unless otherwise stated. The fair value of financial assets is the amount that could be received on disposal less any costs of disposal. The fair value of financial liabilities is the amount that could be paid to extinguish the debt, plus any costs of extinguishment.

21. CONTINGENT LIABILITY

The Company had no contingent liabilities as at 30 June 2019 and 30 June 2018.



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GOLD COAST TOURISM CORPORATION LIMITED
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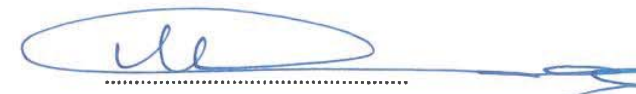
DIRECTORS' DECLARATION

In the opinion of the Directors of Gold Coast Tourism Corporation Limited:

- the attached financial statements and notes thereto comply with the *Corporations Act 2001*, the Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes thereto give a true and fair view of the Company's financial position as at 30 June 2019 and of its performance for the financial year ended on that date; and
- there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Directors made pursuant to section 295(5) of the *Corporations Act 2001*.

On behalf of the Directors


.....
Director

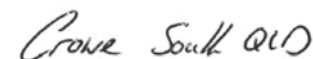
Broadbeach, 24 September 2019.

Auditor's Independence Declaration

As auditor of Gold Coast Tourism Corporation Limited for the year ended 30 June 2019, I declare that, to the best of my knowledge and belief, there have been:

- i. no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii. no contraventions of any applicable code of professional conduct in relation to the audit.

This declaration is in respect of Gold Coast Tourism Corporation Limited during the year.


Crowe South QLD
Logan Meehan
Partner – Audit & Assurance

Level 2, Corporate Centre One
2 Corporate Court
Bundall QLD 4217

Dated this 25th day of September 2019

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is the Crowe Australasia external audit division. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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Independent Auditor's Report

To the Members of Gold Coast Tourism Corporation Limited

Opinion

We have audited the financial report of Gold Coast Tourism Corporation Limited ("the Company"), which comprises the statement of financial position as at 30 June 2019, the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of Gold Coast Tourism Corporation Limited is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2019 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* ("the Code") that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2019, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is the Crowe Australasia external audit division. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the Company to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.



- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during the audit.

Crowe South QLD
Crowe South QLD

Logan Meehan
Logan Meehan
Partner

Level 2, Corporate Centre One
2 Corporate Court
Bundall QLD 4217

Dated this 25th day of September 2019

“
**AUSTRALIA'S
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PLAYGROUND**
”

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